



# CASE STUDY

## How A Boutique Strengthened E-Commerce Performance

IN COLLABORATION WITH KATE ROWE ADVERTISING

41%  
SALES  
GROWTH

4.52 ITEMS  
PER ORDER

1.14%  
RETURN RATE

\$1.3K  
GOOGLE-  
ATTRIBUTED SALES

### PROJECT OVERVIEW

A local boutique needed an online presence that not only reflected the brand visually, but also supported a smoother shopping experience and stronger sales performance.

#### CHALLENGE

##### BUILD A STRONGER BRAND PRESENCE

Create a site experience that felt polished, cohesive, and aligned with the boutique's identity.

##### IMPROVE THE SHOPPING EXPERIENCE

Support easier browsing through stronger backend functionality and filtering.

##### DRIVE ONLINE SALES

Use Google Ads and Shopify purchase data to support more effective e-commerce performance.

#### APPROACH

- Rebrand, logo, and website design by Kate Rowe Advertising
- Shopify backend coding and filters by Trevda
- Ongoing website support by Trevda
- Google Ads strategy and management by Trevda

#### RESULTS

##### STRONGER STORE EXPERIENCE

Brand, website, and backend improvements created a more polished and user-friendly online store.

##### BETTER PRODUCT DISCOVERY

Custom filter functionality helped shoppers browse collections more easily.

##### IMPROVED SALES VISIBILITY

Google Ads and Shopify purchase data provided clearer insight into performance and purchase activity.

#### IMPACT

By combining brand and website design from Kate Rowe Advertising with Trevda's backend Shopify support and Google Ads strategy, the boutique created a stronger path from discovery to purchase.

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