



HOW WE TURNED A SEASONAL GLAMPING BRAND INTO A YEAR-ROUND REVENUE MACHINE

AND GREW THEIR REVENUE BY **283%**

RESULTS

61%

Increase in Store
Conversion Rate



181%

Increase in Average Order
Value



283%

Increase in Revenue





CLIENT OVERVIEW

This UK-based glamping store sells high-quality tents, stoves, and accessories designed for unforgettable outdoor experiences. Although they'd been in business for several years, their previous agency partnerships failed to generate sustainable growth. They came to us looking for a strategy that could unlock consistent revenue and position them as a market leader.

CHALLENGE

They were up against competitors with a 5–10 year head start. Since this isn't an impulse buy niche, the sales cycle was longer than average. On top of that, the business was highly seasonal - with peak months from April to August - making it difficult to stay profitable year-round or cover costs during the off-season.

OUR PROCESS

01

STORE REDESIGN

Optimizing conversions through improved layout and navigation

02

CREATIVE DEVELOPMENT

Producing compelling ad creatives that sell experiences

03

DEMOGRAPHIC TESTING

Launching Google campaigns targeting high-performing audiences

04

SCALING AND REFINEMENT

Aggressive but smart scaling with year-round presence

05

CONTINUOUS OPTIMIZATION

Building long-term retargeting and email systems

PHASE 1: STORE REDESIGN

We started by optimizing their store to maximize conversions. That meant improving layout, navigation, and product presentation to clearly communicate value. We enhanced filtering and browsing functionality, making it easier for visitors to find what they needed — and made the checkout flow seamless to reduce drop-offs.

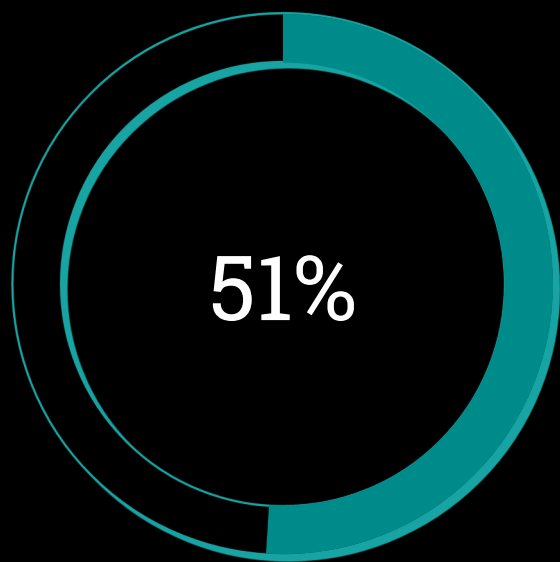


PHASE 2: CREATIVE DEVELOPMENT

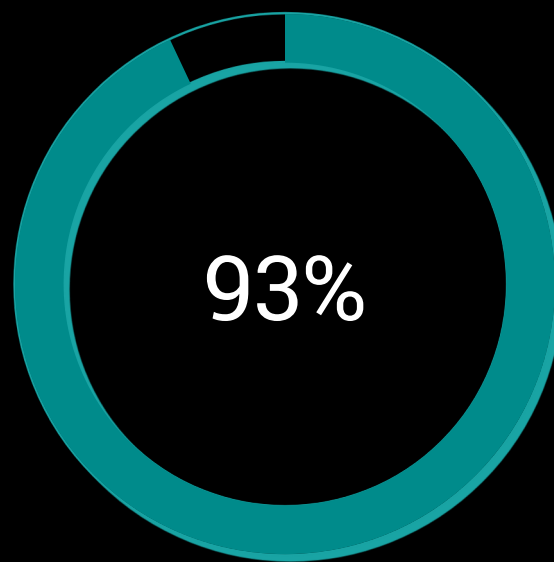
Next, we worked closely with the client to produce compelling ad creatives. The goal? Sell an *experience*, not just a product. Our visuals focused on aspirational glamping moments, using first-person angles to help people imagine themselves there. The result was a powerful emotional hook that set them apart from both e-commerce competitors and traditional travel options.

The power of CRO

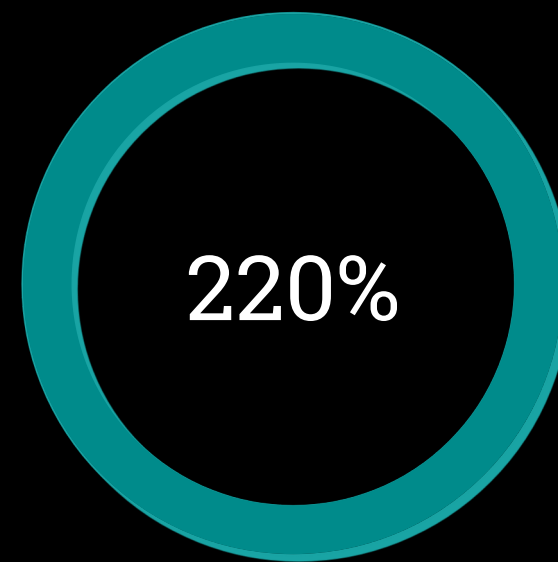
Phase 1 and Phase 2 alone led to...



Increase in conversion rate



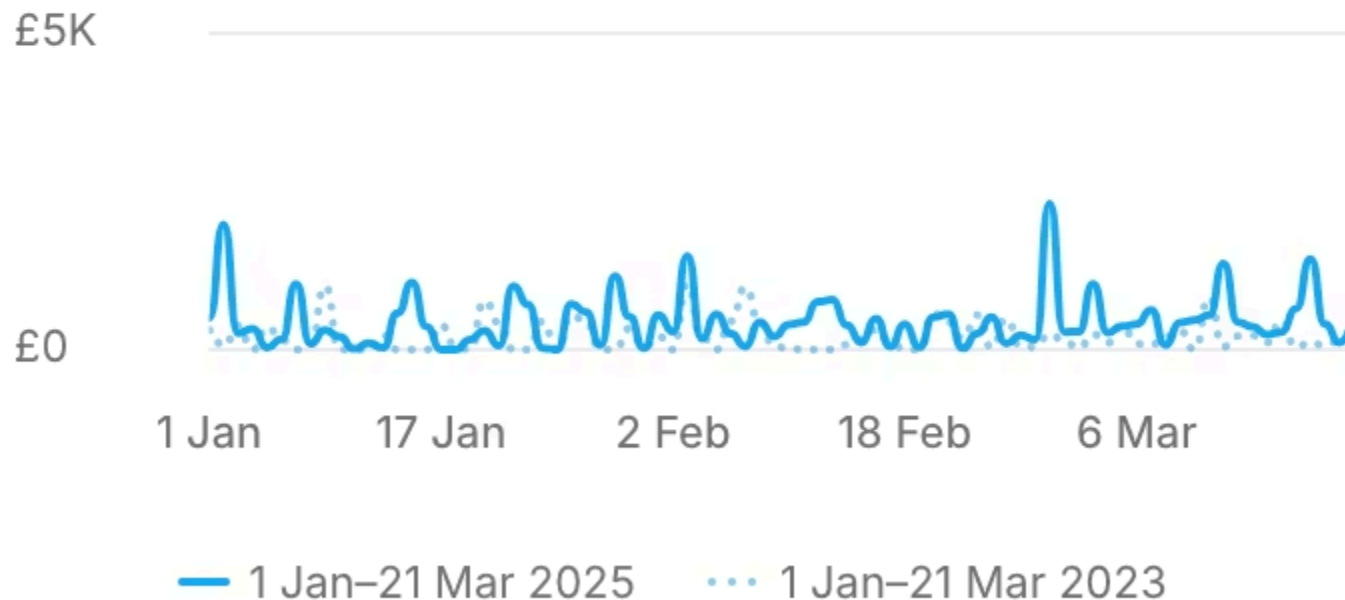
Increase in average order value



Revenue growth in Q1

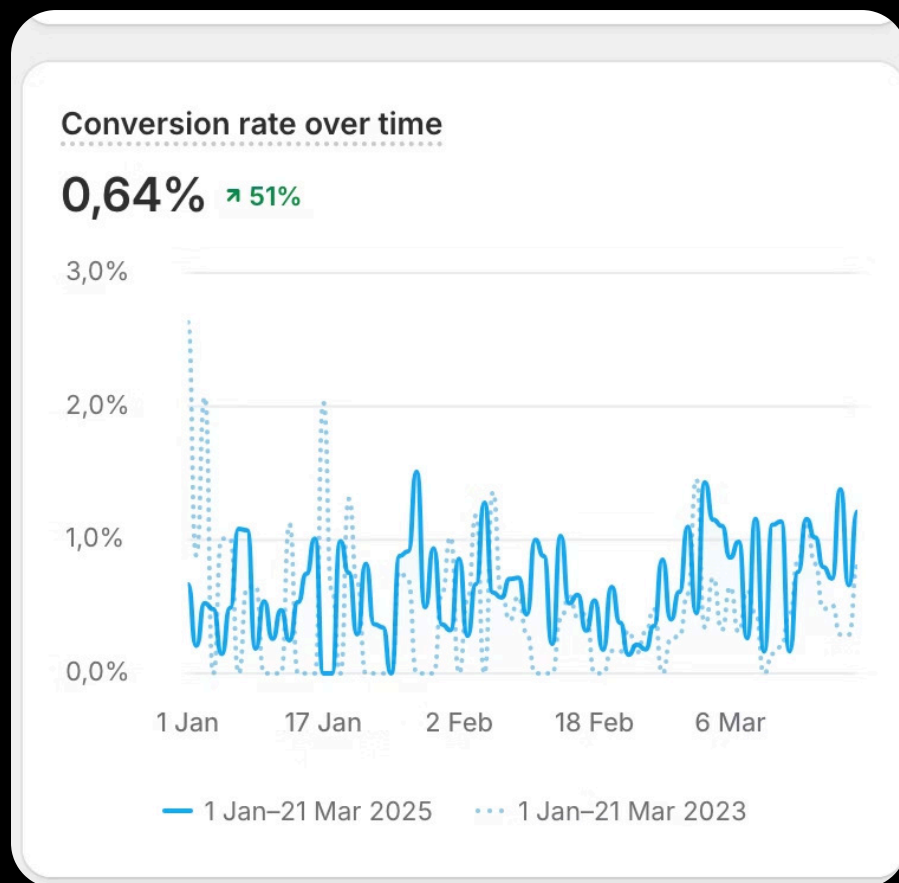
Average order value over time

£469.68 ↗ 93%



PHASE 3: DEMOGRAPHIC TESTING

We launched Google campaigns targeting a wide range of demographics – testing age, interests, and behavior-based segments. After identifying high-performing audiences, we shifted budget to focus on the segments that drove the highest revenue, which drastically improved campaign efficiency.



Custom 1 Jan - 21 Mar 2025 < > Show last 30 days

Search Segment Columns Reports Download Expand More

Clicks	Conv. rate	Conv. value	Conv. value / cost	Conversion:	Avg. CPC	Cost / conv.
16,786	0.91%	87,715.47	9.08	161.46	£0.58	£59.82
705	2.49%	10,881.22	83.97	17.52	£0.18	£7.40
152	0.00%	0.00	0.00	0.00	£1.05	£0.00
0	0.00%	0.00	0.00	0.00	–	£0.00
0	0.00%	0.00	0.00	0.00	–	£0.00
0	0.00%	0.00	0.00	0.00	–	£0.00
17,643	0.96%	98,596.69	9.91	178.98	£0.56	£55.58
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PHASE 4: SCALING AND REFINEMENT

Once we locked in a profitable ad formula, we began scaling aggressively – but smartly. Instead of pausing spend during the winter, we kept ads live to stay top of mind. This meant fewer conversions during the off-season, but a full funnel of warm leads by the time spring hit. As a result, they exploded out of the gates in February while competitors were still waking up.

Customer Cohort Analysis

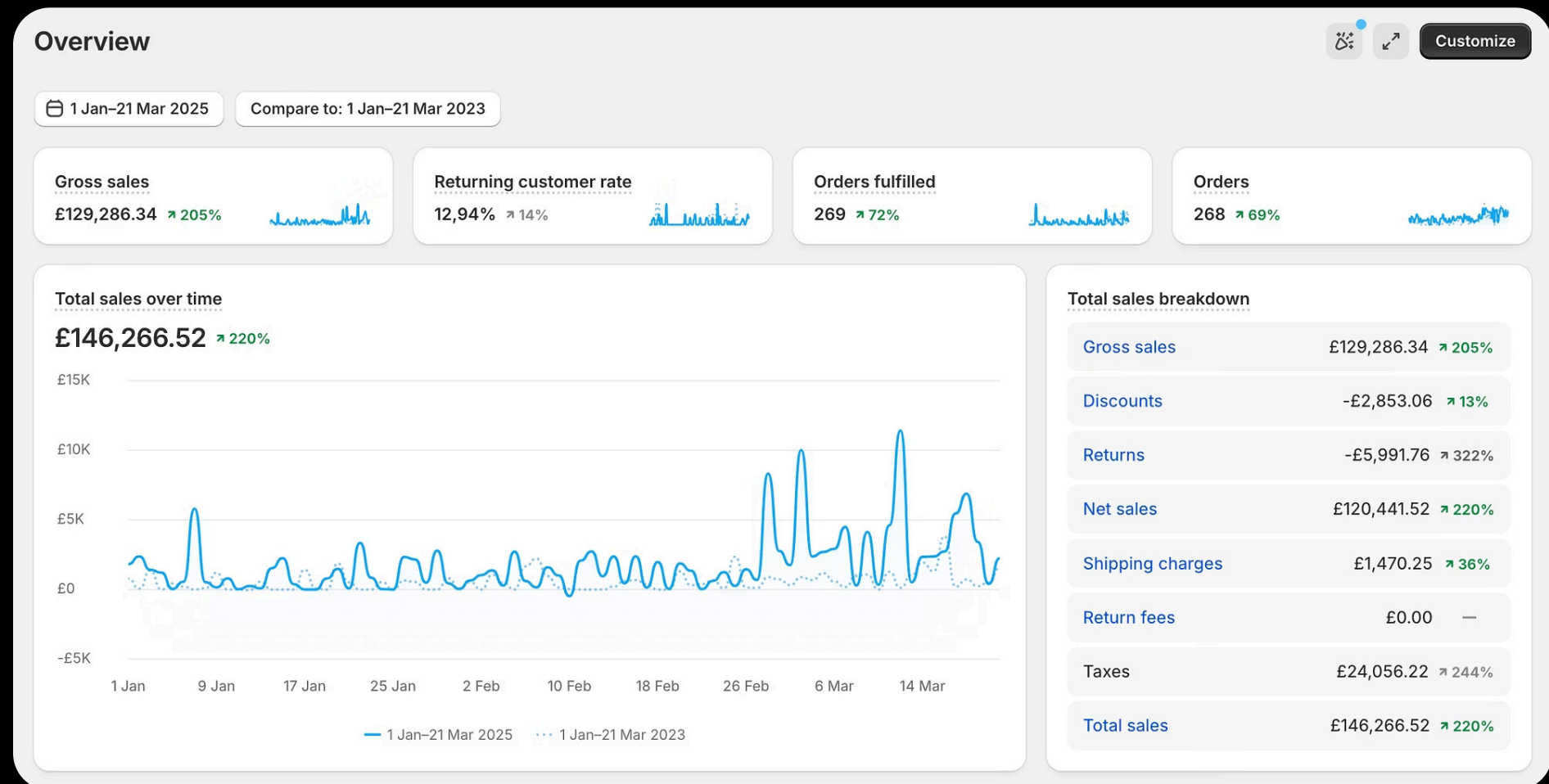
Early signs of strong customer retention



Bought again within 1 month



Bought again after 3 months



PHASE 5: CONTINUOUS OPTIMIZATION AND RETARGETING

We finished by building out a long-term optimization system. That included retargeting site visitors, re-engaging past customers with exclusive deals, and launching email flows that guided people through the longer decision-making process. From product education to seasonal inspiration, each email added value and nudged hesitant shoppers closer to the checkout.

RESULTS

BEFORE

159

Total Order Placed

£45,756.95

Total Revenue

0.43%

Conversion Rate

AFTER

268

Total Orders Placed

69% increase

£146,266.52

Total Revenue

220% increase

0.64%

Conversion Rate

51% increase