

Product detail page messaging drives record-breaking sales

CASE STUDY

Challenge:

- Retailer needed to coordinate the launch of 100+ cellphone cases with an international product release

Approach:

- Applied customer communications expertise to craft brand recommendations
- Took a collaborative approach to set priorities and execute primary recommendations

Results:



31% conversion rates



"Amazing launch, incredible sales, historical week!"

PRODUCT MANAGER

When a big box retailer decided to introduce 100+ cases and other accessories for new iPhone products scheduled for launch later that year, it knew everything from packaging to web content needed to be ready the day new products were released. It knew many competitors would be pushing similar accessories so customer communications had to be crisp, clear and compelling. As a long-time partner, D2 had already supported numerous launches for other global brand product releases, so we knew what to do and were ready to jump in.

Our approach

Applying customer communications expertise and a keen understanding of the target audience, we worked closely with client product development teams to identify unique features and characteristics they wanted to showcase for the new line-up of phone cases. Through regular meetings, we hammered out a schedule and prioritization that met market and business needs tied to the international product launch.

We had already worked with this retailer for several years so were very familiar with brand voice and tone. We had also already worked with the product team to create retail packaging copy for the same cases so leveraged efficiencies where possible to help ensure consistent messaging and streamline review. Our copywriters crafted romance descriptions and features which showed how the accessories solved customers' problems and helped customers envision themselves using the products.



The results

Our client's typical conversion rate on similar products was usually around 3%. D2 web messaging helped pull in an **incredible 31% conversion rate**. The success of that global launch ultimately served as blueprint for later product launches.