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Reglaze  Glasses

Page for Reglaze My Glasses Clears Up Conversion Issues

11%

Decrease in Cost-Per-Click

21%

Increase in Conversion Rate

48%

Decrease in Cost-Per-Conversions

40%

Increase in Total Leads

Client Overview

Reglaze My Glasses provides a mail order glasses reglazing service, allowing customers to replace damaged or outdated prescription lenses without having to purchase new frames. Customers simply send in their glasses and a copy of their prescription and within a week they receive their new lenses in their favorite frames. To acquire new customers, Reglaze My Glasses collects information via a lead form on their website and then mails each person a prepaid postage pack so the customer would not have to pay any postage fees. The founder and sole proprietor of

ABOUT THE CLIENT

Reglaze My Glasses provides a mail order glasses reglazing service, allowing customers to replace damaged or outdated prescription lenses without having to purchase new frames.

Reglaze My Glasses was experiencing some challenges and he turned to AdVenture Media for help.

Challenges

As we audited his account, we quickly realized that this situation called for more than just AdWords optimizations. In addition to reaching the right audiences and driving quality traffic, there were going to be other hurdles on the road to profitability.

Outdated Website: When we were brought on board last year, the Reglaze My Glasses website was in the midst of a long overdue redesign. Conversion rate was low because people were having a hard time finding the information they needed on the website. Something needed to be done to streamline the process and increase the overall number of leads.

Lead Quality:

Boosting conversion rate and increasing lead volume was only going to be half the battle. Each lead form that is filled out has a cost associated with it because postage has to be paid on the free packs that are going out to each customer. This cost makes lead quality a paramount concern when attempting to increase overall profitability. When the client came to us, they were converting sales on less than a third of all the packs they sent out.

Results

AdVenture Media prides itself on being an agile agency that is able to adapt to clients' changing needs. As it became clear that quality traffic was being squandered with a confusing website and poor user experience, we knew that we needed to do something about conversion rate.

HEADQUARTERS

Nottingham, UK

INDUSTRY

Ecommerce

SERVICES RENDERED

- Landing Page Design
- PPC Management
- Display Advertising
- Remarketing

We created a new landing page to send traffic to while their main website was being redesigned. The simple and sleek design of the landing page was so effective that we doubled conversion rate in the first month! The landing page performed so well that, over 6 months later, we are still driving all paid traffic to this page.

In only a few short months we have seen a 48% drop in cost per conversion while the volume of total conversions has increased more than 40%.

Request A Marketing Proposal

One of our digital marketing experts will get back to you within the day to discuss your marketing goals and to give you a sense of what our team can do for you.

First Name*

Your First Name

Last Name*

Your Last Name

Business Email*

Business Email

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