

ATTRACT NEW CUSTOMERS

Hi, we're Cart.com – the commerce company helping brands grow. How do we do it? With tools, technology and expertise to help our customers:



ATTRACT NEW CUSTOMERS



CONVERT MORE SALES



SIMPLIFY OPERATIONS

Here's a closer look at how we've helped growing brands **ATTRACT NEW CUSTOMERS.**

bareMinerals

bareMinerals amplified social SOV by 25%

When cosmetics company bareMinerals needed help amplifying its social media presence and driving ecommerce sales to launch a new product line, the Cart Growth Marketing team stepped in build a multi-channel strategy that would dazzle potential customers through social media and capture more share of voice on channels including Facebook, Instagram and Pinterest.

With Cart Growth Marketing, bareMinerals:

- 17%** Increased time on site
- 25%** Dropped CPC by
- 25%** Increased brand share-of-voice



Puppy Cake increased revenue by 80%

Puppy Cake is a niche producer of cake and ice cream mixes for dogs. As the business gained traction in the market, Puppy Cake needed an ecommerce presence that matched the product's potential, and supported both wholesale and direct-to-consumer sales. The first few platforms Puppy Cake used failed to deliver, came at a hefty cost and required tedious onboarding and implementation. The brand found the right partner in Cart.com, which provided the tools to unleash the business in a way that could sustain long-term growth.

With Cart Storefront, Puppy Cake achieved:

- 6x** increase in revenue after migrating its online store
- 22%** revenue growth YoY
- 80%** increase in revenue after migrating its online store

eastondigital

Easton Digital increased clicks and conversions by 1200%

Easton Digital, a marketing agency specializing in helping ecommerce store owners grow their sales with Google Shopping, had a brand that was very successful via social media and email marketing campaigns—but when they raised bids to obtain higher ad positions and increase ad traffic, profit margin significantly dropped. With Cart.com, Easton Digital identified and segmented best-selling, new and seasonal products, allowing them to focus campaign efforts on the brand's most profitable items, elevate CTR and increase ad positions and traffic.

With Cart Feed Management, Easton Digital achieved:

- 40%** revenue growth in the New Zealand market
- 1238%** revenue growth in the Australian market
- 1252%** overall revenue growth since implementing multi-store
- 1300%** increase in revenue

SAN SARU

San Saru increased clicks by 239%

San Saru, a leader in the European online jewelry sector, wanted to expand its business globally in the world's most popular marketplaces. But when they were unable to automatically adjust selling feeds to the correct language for each country, the brand was limited in its strategy – impeding San Saru from using each channel at full capacity. With Cart.com, the brand was able to create Google Shopping and Facebook feeds in several languages—in turn garnering an increase in clicks, conversions and (ROAS), and a decrease in cost per click (CPC) after just one month.

With Cart Feed Management, San Saru achieved:

- 3.42%** increase in ROAS
- 26%** average decrease in CPC
- 151%** increase in conversions
- 239%** increase in clicks



The commerce company helping brands grow.