Helmer

Challenge:

Helmer are an upmarket handbag and accessory brand that wanted to launch their products in Norway and the UK.
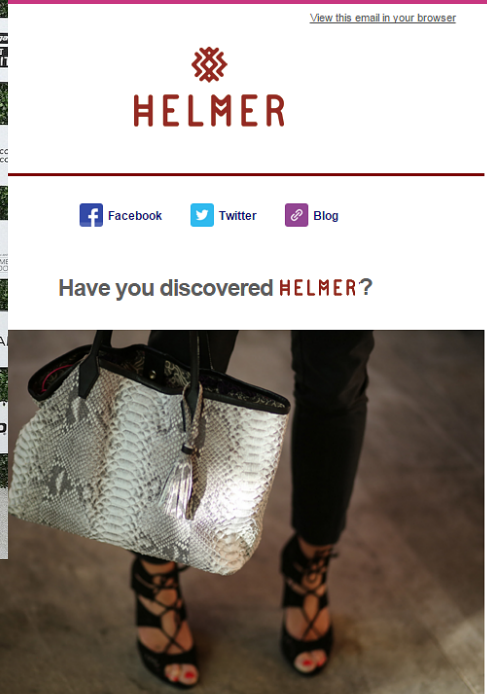
HELMER

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What we did:

Product launch

Metrix Data Science created an e-commerce website for Helmer to sell their products. Orders and payments were generated upon request using card and PayPal payment options. Google Analytics was set up to monitor traffic and optimise user experience.

Newsletter emails were developed and sent on behalf of Helmer to broadcast new product launches and offers.

Social Media blogging was also managed by Metrix Data Science in the start up period to take advantage of ongoing PR and viral opportunities.

METRIX DATA SCIENCE: CASE STUDY

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Outcome:

Sales exceeded expectations surpassing Helmer's initial targets.

Dynamic newsletter targeting enabled Helmer to achieve an average open rate of 15% and click through rates of 10%.

Facebook likes increased to 10,512 creating a number of social evangelists.

15% Open Rate

12% Click Through Rate

10,512 Facebook Likes

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