

CASE STUDY - Spacesavers.com

Space Savers Grows Sales Volume Exclusive Concepts

See how this pioneer in the fast-growing trend toward home storage and organization products achieved impressive results in only seven months.

Are you searching for that perfectly sized closet shelf divider in wood or chrome? How about a wireless LED to light up the counter space under your kitchen cabinets? Wouldn't you like a three-tier revolving shoetree so you never again worry about finding misplaced shoes?

Then check out Spacesavers.com. Founded in 1991, Space Savers was one of the pioneers to lead the fast growing trend towards stores specializing in home storage and organization products. With five retail locations in North Carolina and its website spacesavers.com, Space Savers today offers thousands of innovative and practical products to help consumers simplify and organize every area of the home and office.

Over the years, the company has consistently experienced fast growth — for which executives have a very simple explanation. “What makes people come to Space Savers,” says Internet Manager Rachel Rodgers, “is that they can find us.”

To ensure success, even in a tough retail environment, Space Savers began to partner with Exclusive Concepts in May 2008. Services have included Monthly SEO consulting, Profitable PPC (pay per click), Checkout Optimization and Conversion Booster.

Seven months later Rodgers says she could not be happier with the results. “Since Exclusive Concepts came on board our page views have increased 44%. Our overall bounce rate for the entire site has decreased by 10%. Now remember, it's a very big site. There are a lot of pages that still have to be worked on. Still, our conversion rate overall has increased 32%. Our organic traffic is up 55%. Our pay-per-click revenue has grown 133%.”



After working with Exclusive Concepts for seven months, Space Savers Internet Marketing manager Rachel Rodgers says she could not be happier with the changes in her key performance metrics.

Metric	% Change
Page Views	↑ 44%
Bounce Rate	↓ 10%
Conversion Rate	↑ 32%
Organic Traffic	↑ 55%
Pay-Per-Click	↑ 133%

A Scientific Approach

Much of the reason for those results, Rodgers says, is the scientific approach Exclusive Concepts takes. “They increased my conversion rate by redesigning the checkout and shopping cart pages. What’s interesting is that it’s not just about what they think is a pretty page. It’s about how the page reflects scientifically what customers are telling us. And that is the biggest thing they’ve brought to the table for me. It validates that science does prove out on these types of efforts.”

Rodgers also appreciates the personal attention she receives from Exclusive Concepts optimization specialists. “I work with Lauren Crowley. She’s my SEO strategist. She re-optimizes pages and categories — sections basically — like drawer organizers or junk drawer organizers. We literally go through the site systematically and look at either text that’s missing, text that needs to be revamped or keywords that are aging — and really try make the site totally relevant to what’s happening today.”

Rodgers doesn’t take this level of personalized, knowledgeable service for granted.

“One of the things I like about Exclusive Concepts is they are not going to work with just anybody. They want to work with companies that have the potential to grow. They want to work with quality companies. You know, they’re not just in it for the dollar. They’re in it because there’s quality to the work that they do and they want to do quality work on quality websites.”

“I love my PPC!”

Rodgers is especially thrilled about one aspect of her partnership with Exclusive Concepts. “I love my PPC!” she says.

“I like very much the fact that PPC is a separate but integral part of the overall process. I think that Exclusive Concepts respects the fact that certain organizations may not have the capability or manpower to singlehandedly run multiple PPC campaigns.”

For Rodgers, however, the bottom line is still the bottom line.

“I can honestly tell you, without reservation, that every penny I’ve spent with Exclusive Concepts has paid for itself. I really feel that I get my money’s worth.”

It's a partnership built on trust, she says. "I have excellent communication with my rep. I have a dedicated person, which I really like. Kevin Dacey is my PPC strategist. This is someone who, frankly, is handling thousands of dollars of my money every month. He takes very seriously the money that we give him to spend. He spends it as if it were his own. I think that is a wonderful way to work with people."

With Exclusive Concepts, Rodgers says, "Their interest is in your growth. They also have incredible confidence and pride — as they should — in their staff, product and services. And one of the things that really impressed me is that they have a code of ethics. And it's even posted on their website."

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