

Background

Back in 2004, Doug Pate and Marc Miller took their love for the surf and created Isle Surf & SUP. 10 years later, they own the #1 paddle board and surfboard retail store in San Diego, CA with their e-commerce site, Islesurfboards.com. We took a look at their e-commerce success in this case study.

Objectives

Isle Surf & SUP was looking for a way to drive more qualified traffic to their site. Like all online retailers, They wanted to capitalize on this increase in traffic by converting more visitors into newsletter subscribers and sales. With the recent emphasis on email marketing, they focused on building their email list.

Solution

Isle Surfboards was able to drive traffic to their site with the strategic help from Metric Theory. The strategy included adwords search, retargeting and bing search. This drove traffic to specific landing pages featuring their line of stand up paddle boards and surfboards.

Isle implemented a sweepstakes promotion on the site in which visitors could enter for a chance to win an inflatable stand up paddle board travel package. Using a custom graphic tab and pop up, they were able to ask visitors to submit their email address for a chance to win the travel package. This strategy effectively notified shoppers of the promotion and offered significant value to them as well. They were also able to capture valid email addresses from shoppers who were interested in SUP's.



36 %
increase in traffic



660 %
increased
email opt ins



200 %
increase in
online orders

Constant Contact 

 **MetricTheory**
Data Driven Marketing

The Results

With Metric Theory's help, Isle Surfboards experienced a 36% increase in traffic. The sweepstakes promotion through Justuno converted that traffic and increased email opt ins by a massive 660%. The increased traffic and email lead generation resulted in a 200% increase in Isle Surfboards online orders!

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