

A full service eCommerce agency based in Miami

Established in 1999, We're a full service eCommerce agency with strong abilities in website development and management as well as marketing, design, and content production. We're real people with a real passion for helping our clients grow and thrive.

In other words, **WE MAKE IT HAPPEN**



About **Absolute Web**

As an agency wholly dedicated to digital commerce activities, **Absolute Web** is uniquely positioned to understand and overcome the challenges presented throughout the economic life cycle of the modern business landscape.

Our approach - to become an integral extension of your existing team. We provide you with immediate access to a group of talented and experienced, multi-disciplinary experts from day one who will take ownership of the following activities:

- ✓ STRATEGIC PLANNING AND GOAL SETTING
- ✓ OPPORTUNITY IDENTIFICATION AND IDEATION
- ✓ TACTICAL DAY-TO-DAY EXECUTION OF KEY CHANNELS
- ✓ PERFORMANCE TRACKING AND METRICS
- ✓ ITERATIVE CAMPAIGN TUNING AND EXPANSION
- ✓ COLLABORATION AND TRANSPARENCY

Our Services

Web Development

We develop functional eCommerce user experiences and integrate various aspects of your business into one digital commerce ecosystem with the goal of improving conversions.

- ✓ WEBSITE AUDITS
- ✓ REPLATFORMING AND DATA MIGRATION
- ✓ USER EXPERIENCE DESIGN
- ✓ PERFORMANCE OPTIMIZATION
- ✓ API & 3RD PARTY INTEGRATIONS
- ✓ PWA IMPLEMENTATION
- ✓ AND MORE!

We Work With Leading eCommerce Platforms

Magento 	Shopify 	BigCommerce 
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Our Services

DIGITAL MARKETING

We specialize in boosting eCommerce brands to new heights. Our tailored marketing services combine data-driven strategies and creativity, all while utilizing the best tools in the industry. Whether you're a startup or an established brand, our marketing agency provides cutting-edge solutions to set your online business apart.

- ✓ PAID SEARCH ADS
- ✓ EMAIL MARKETING + SMS
- ✓ PAID SOCIAL ADVERTISING
- ✓ CONTENT PRODUCTION
- ✓ ORGANIC SOCIAL MEDIA
- ✓ SEARCH ENGINE OPTIMIZATION
- ✓ AFFILIATE MARKETING
- ✓ REPUTATION MANAGEMENT

Our Partners

We’ve partnered with the most performant, powerful and customizable eCommerce platforms in order to recommend the best solutions for our merchants.

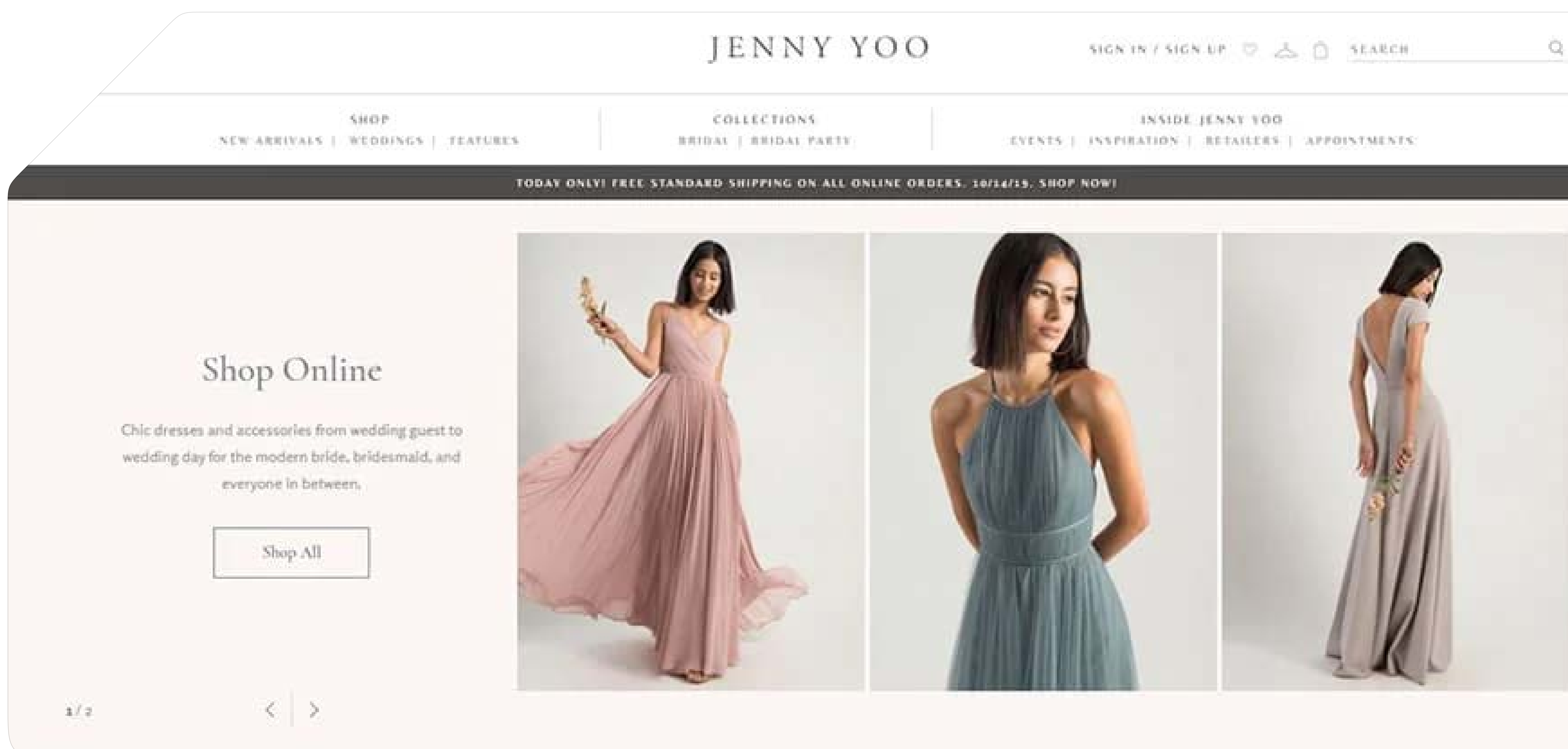
View our [full list](#) of eCommerce, Technology, and Marketing Solutions Partners

Web Development Case Study

JENNY YOO

Absolute Web integrated with a bespoke ERP “Redhorse” for Jenny Yoo and replaced several manual and legacy processes, modernizing the entire wholesale business for Jenny Yoo. On top of wholesale, we implemented a custom retail made to order process that facilitates bridal party creation with dress codes and separate payments and the appropriate accounting, workflow and work order creation and shipping/fulfillment for the US and international markets.

- ✓ TRANSITION FROM MAGENTO TO SHOPIFY PLUS
- ✓ SUBSCRIPTIONS PORTAL
- ✓ PERFORMANCE OPTIMIZATION
- ✓ MEGA MENU
- ✓ CONVERSION RATE OPTIMIZATION

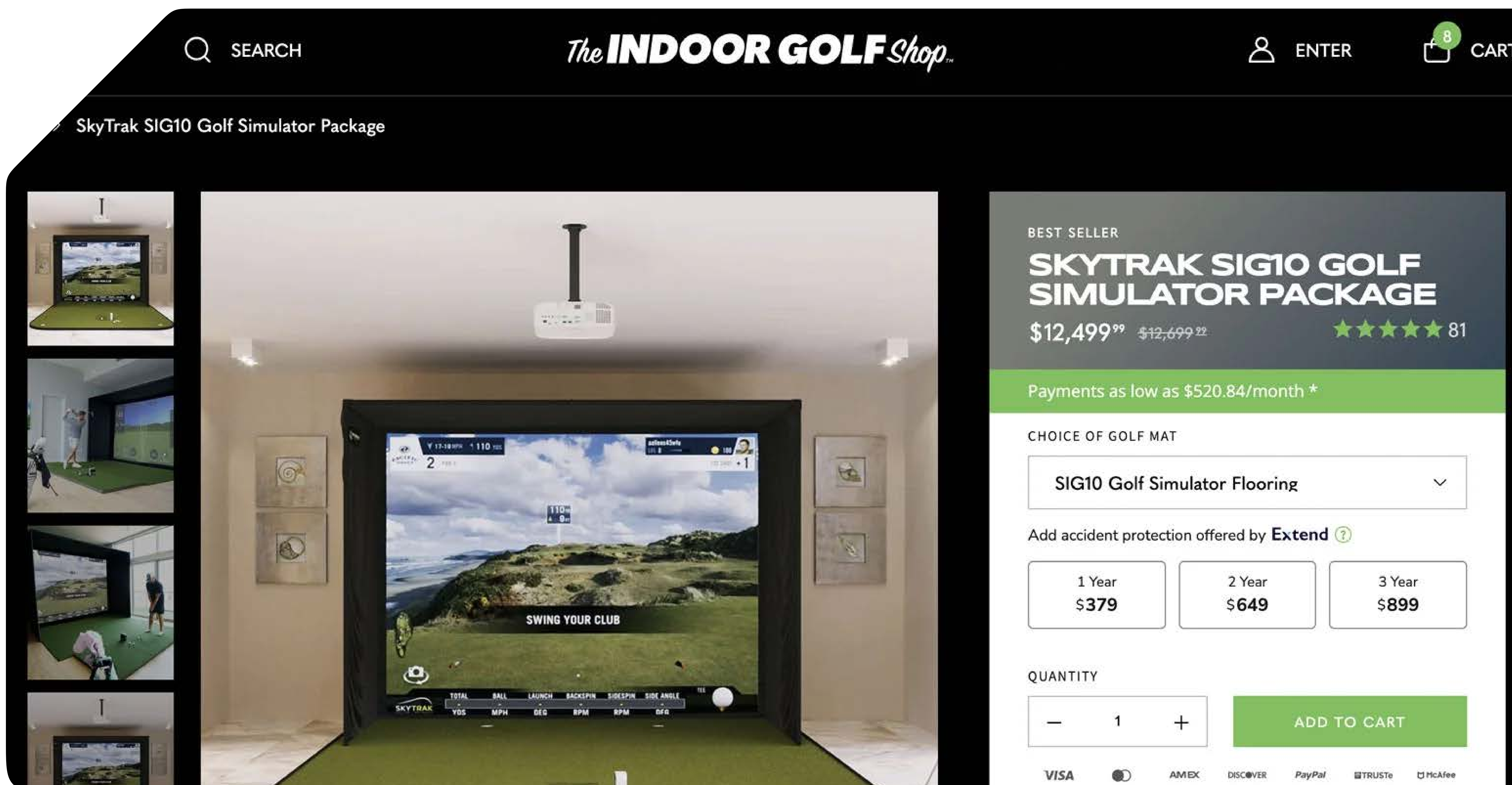


Web Development Case Study

THE INDOOR GOLF SHOP

Absolute Web partnered with The Indoor Golf Shop to completely redesign the front end experience with the goal to elevate the branding and optimize the conversion rate on the website. Some important features include custom bundled products, post-purchase automations, AI-powered recommendations, and more.

- ✓ UI/UX REDESIGN
- ✓ SEO OPTIMIZATION
- ✓ CUSTOM BUNDLES FEATURE
- ✓ MEGA MENU
- ✓ POST-PURCHASE AUTOMATIONS
- ✓ PERFORMANCE OPTIMIZATION



Web Development Case Study

SUMMER FRIDAYS

Absolute Web improved Summer Fridays' site speed and performance for their growing audience, and configured Shopify markets. We implemented Klevu search and Userway integrations, as well as a customized skincare quiz to help users find the products that are best suited for their needs.

✓ SPEED + PERFORMANCE OPTIMIZATION

✓ MOBILE RESPONSIVENESS IMPROVEMENT

✓ CONVERSION RATE OPTIMIZATION

✓ CUSTOM INTEGRATIONS

✓ CUSTOM PRODUCT FINDER

Daily Rituals

Shop our best-selling beauty essentials



Jet Lag Mask

\$49

Add to Bag



CC Me Serum with Vitamin C +
Niacinamide

\$68

Add to Bag



Sheer Skin Tint

\$42

Shop Now

Marketing Case Study

GRAND WESTERN STEAKS

Grand Western Steaks approached Absolute Web with two major things going for them: a quality product and top-notch customer service.

Throughout the discovery process, we learned that the Grand Western team shows a great deal of stellar service to their customers. In fact, they're kinda known for it. We established a goal of infusing their customer service into their new online experience, as well as introducing new customers to the brand and turning them into ride-or-die fans.

What we did

- ☑ GOOGLE ADS
- ☑ EMAIL MARKETING
- ☑ FACEBOOK ADS
- ☑ UI/UX DESIGN + DEVELOPMENT
- ☑ INFLUENCER MARKETING



Marketing Case Study

GRAND WESTERN STEAKS

The Challenge

Buying meat online. Sounds kinda weird when you put it that way, right? We knew from the beginning that the brand's messaging had to be grade-A (pun intended) in order for consumers to adapt and to ultimately love this new way of purchasing meat direct-to-consumer. The challenge was to build a dynamic brand that felt accessible and inviting, while also appealing to grill masters and chefs.

Our Approach

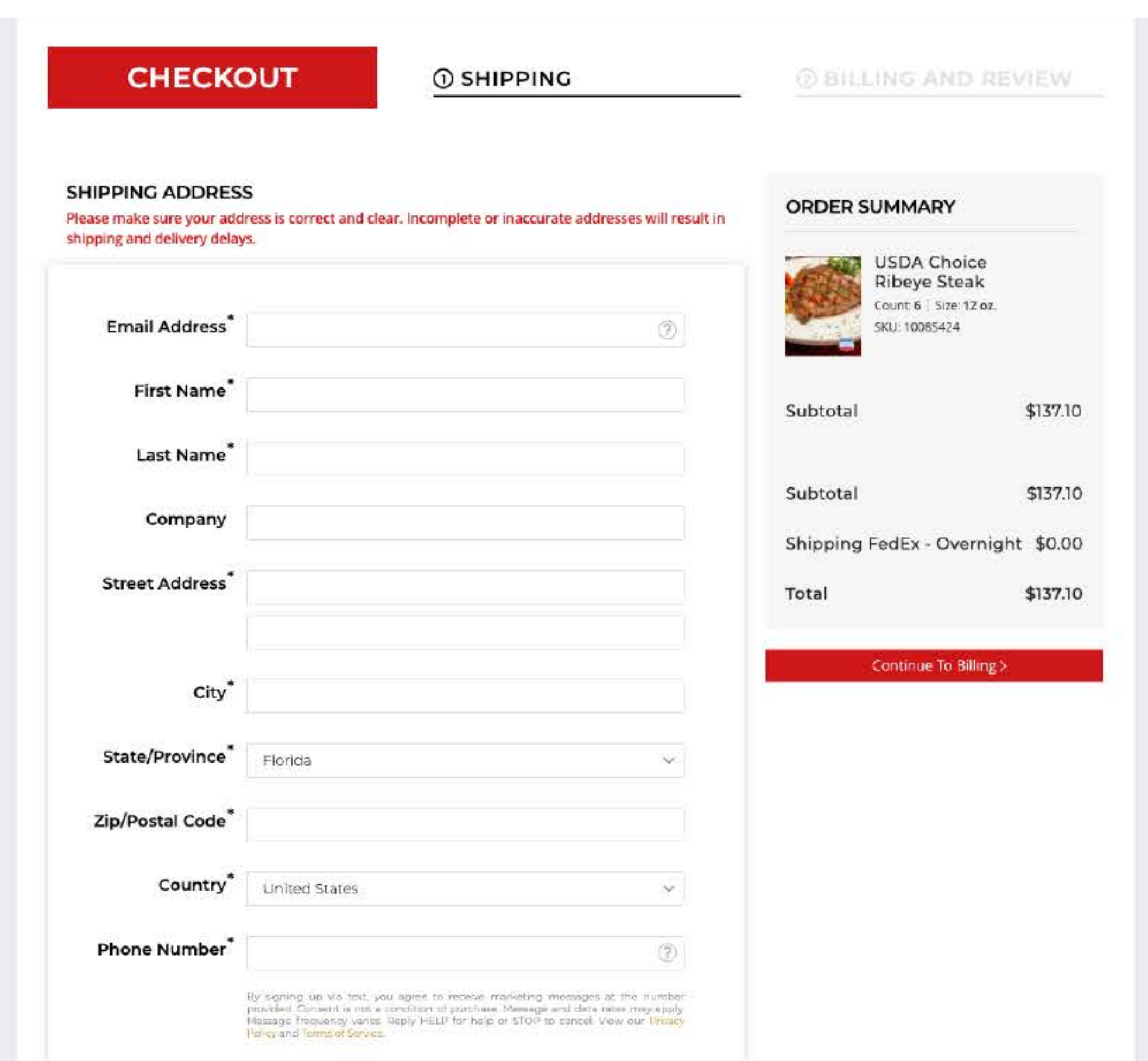
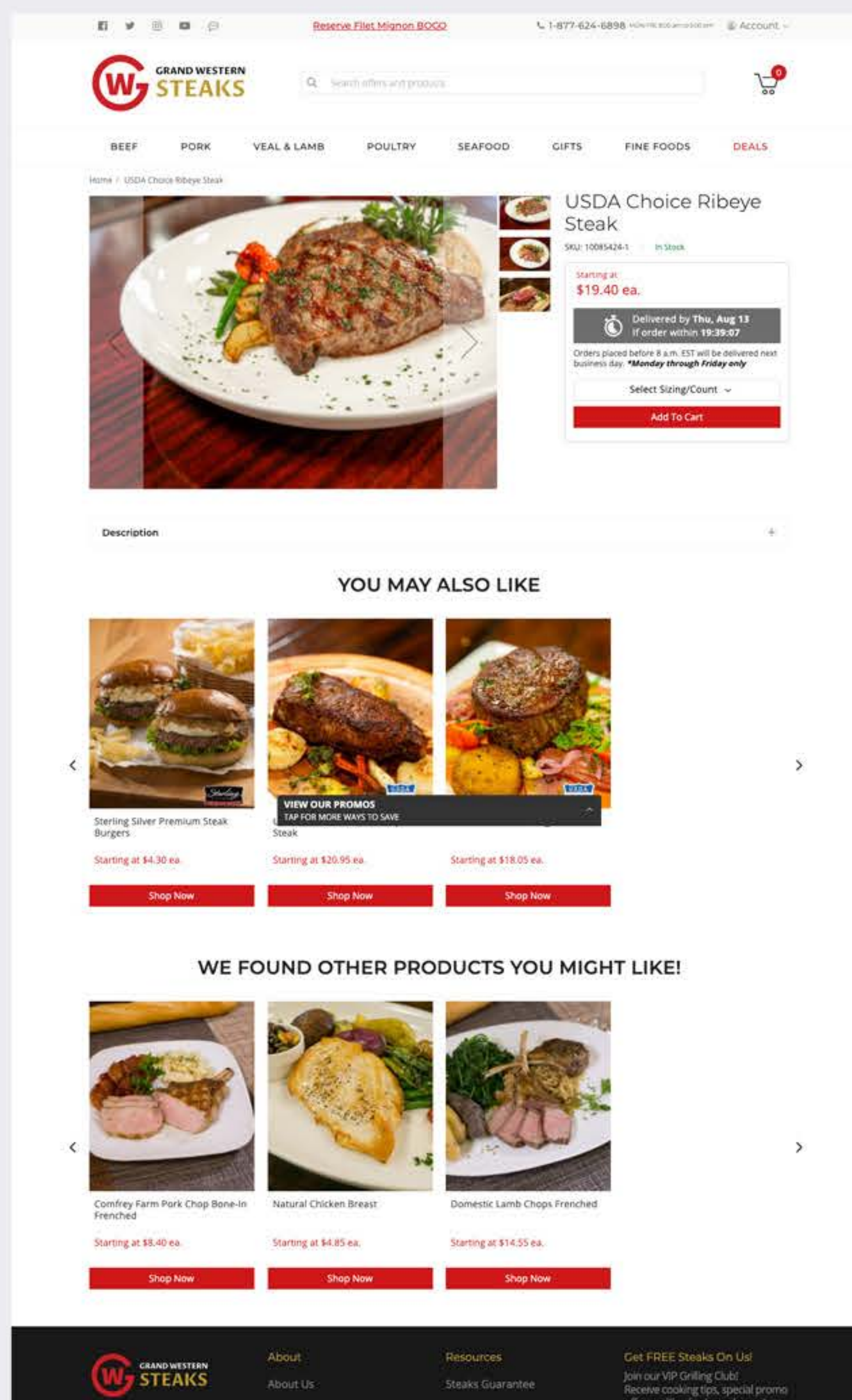
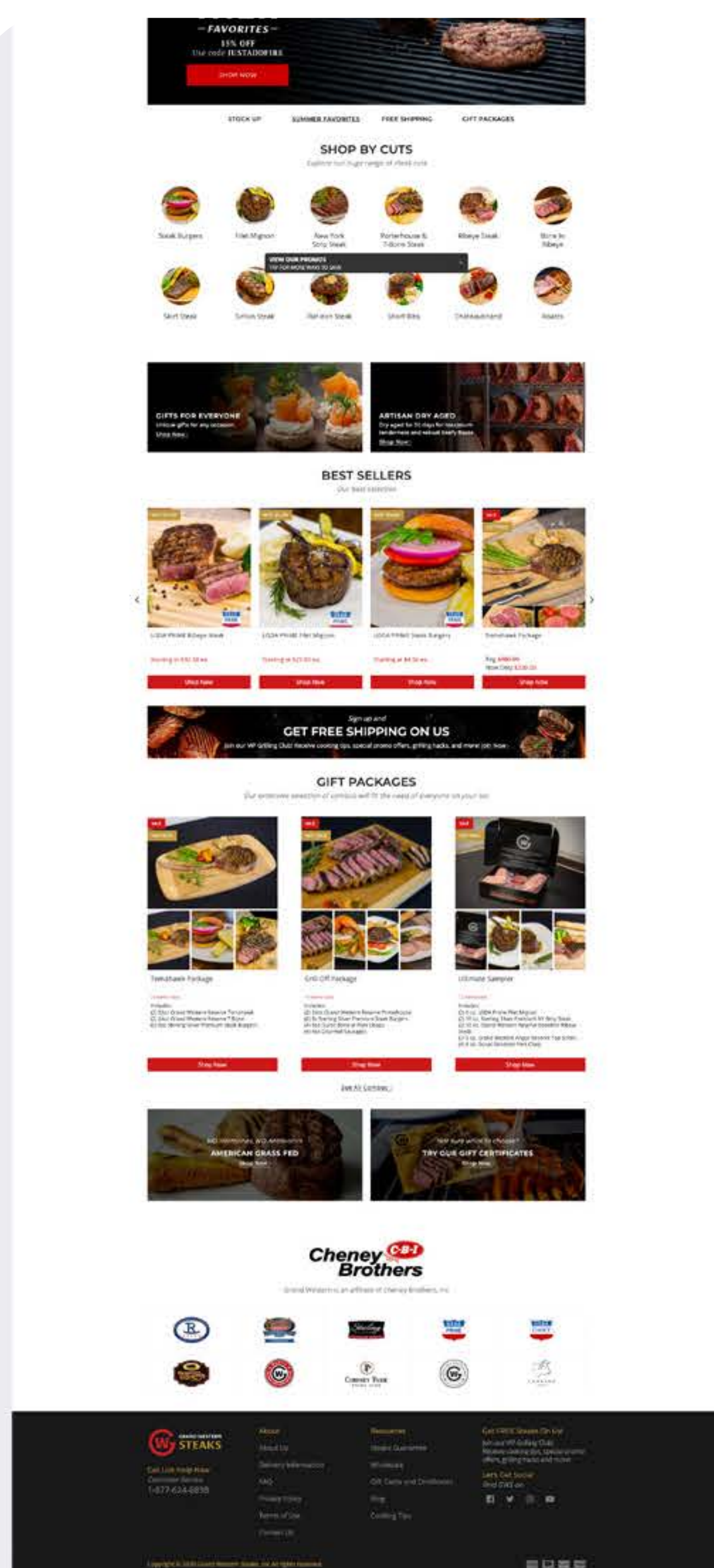
Our creative team was dedicated to refining and building Grand Western's tone of voice to prove that direct-to-consumer meat could be sold fresh across the country, without compromising quality.

Additionally, in the research and brand development period, we set out to develop branding to educate consumers on different flavors, cooking techniques, and dining experiences. We didn't stop there because as much as Grand Western's customers love ideas, inspiration, and tricks, they also want a quick and easy checkout with stellar customer service. Our plan of action involved simplifying the user journey and checkout flow.

UI/UX Design + Development

GRAND WESTERN STEAKS

We built Grand Western's brand personality to be flavorful, rich, and consumer-friendly. By adjusting the design of the checkout process, we simplified the user experience leading to a **247.48%** increase in transactions and a **52.09%** increase in eCommerce conversion rate. In addition to a simplified checkout journey, we added the functionality of auto-detecting the user's state (geolocation) while also auto-selecting the first available delivery date for them.



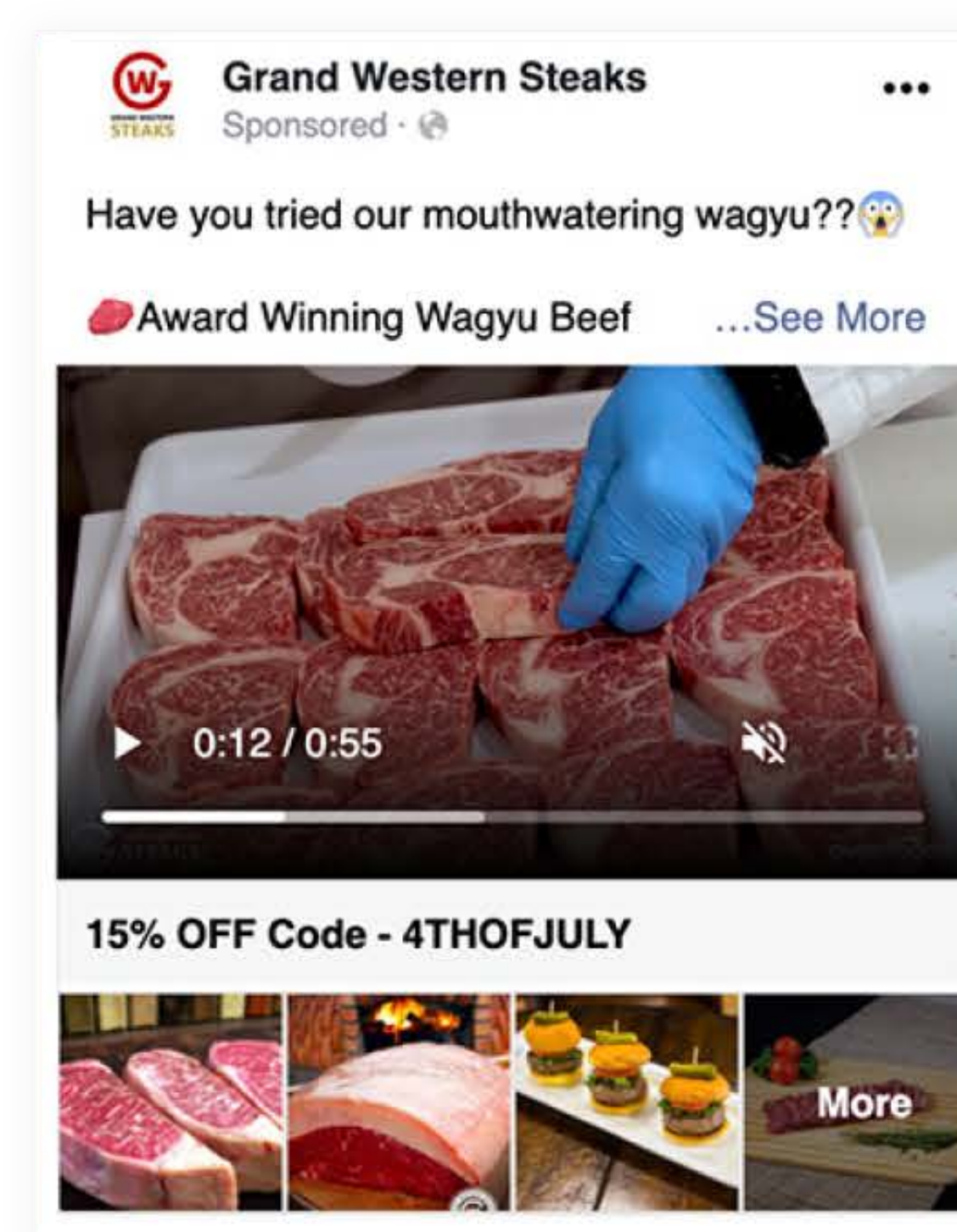
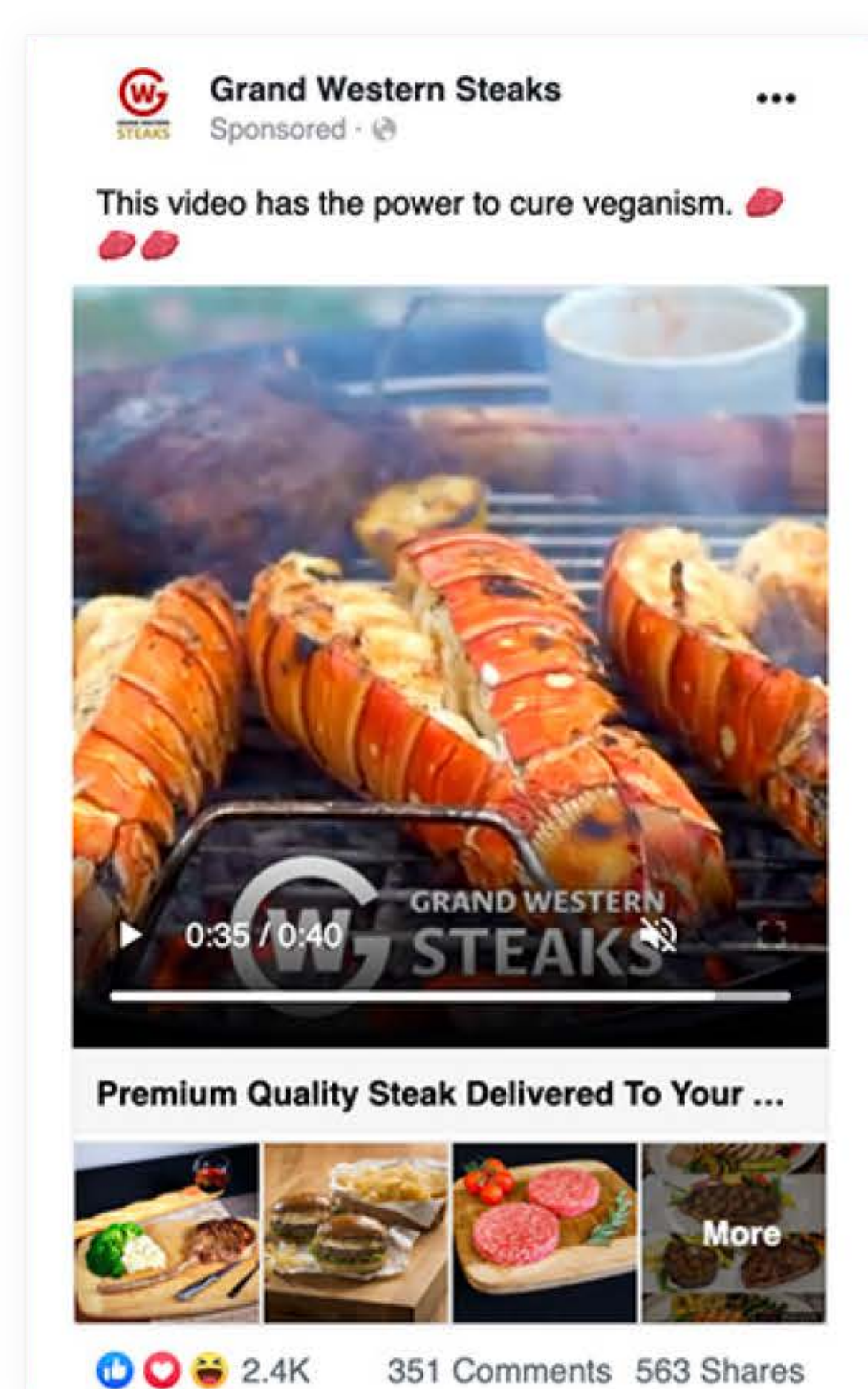
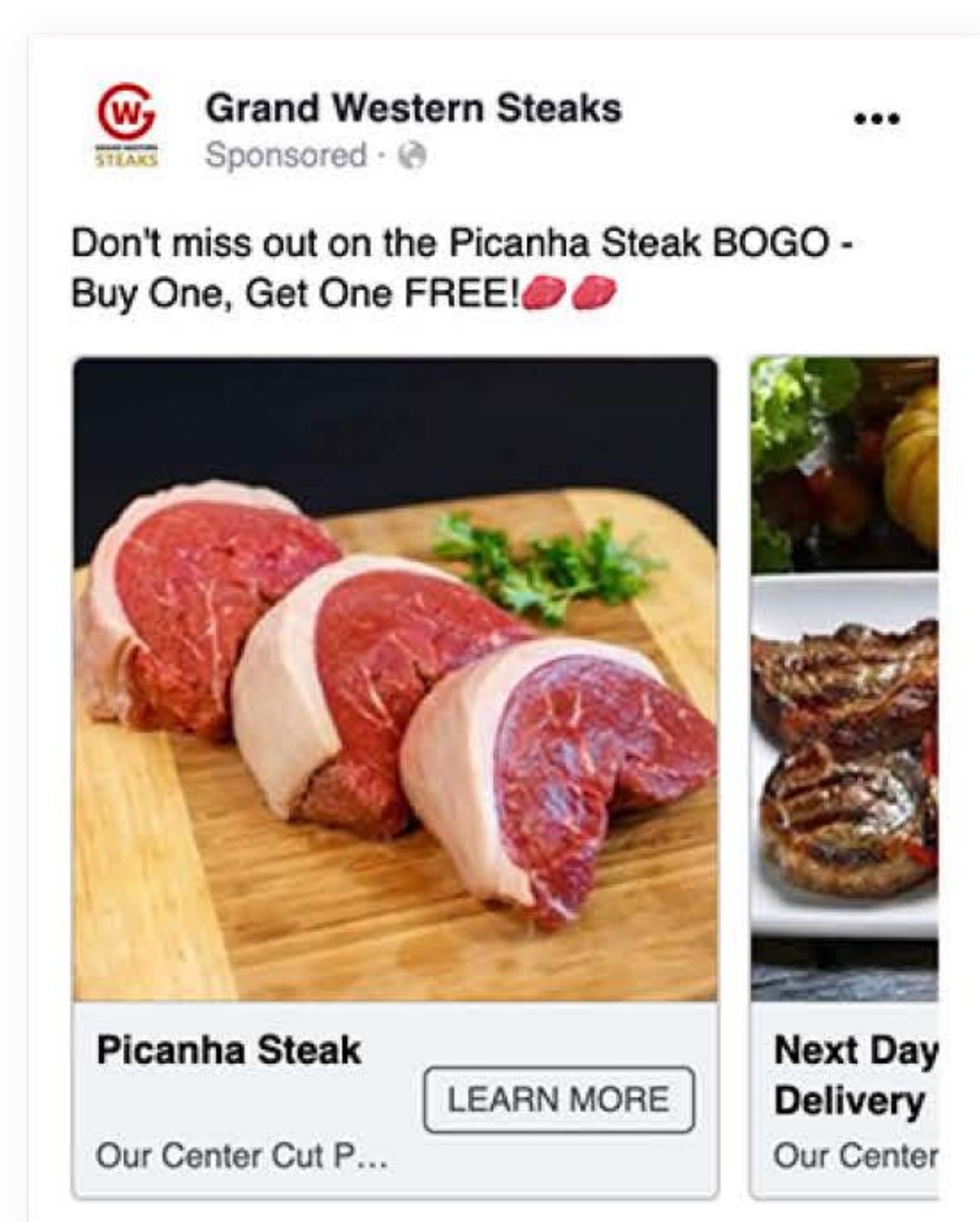
Google Ads

GRAND WESTERN STEAKS

Our Google Ads experts optimized search initiation by rewriting ads based on top performing keywords and advancing bidding strategy through cross-device campaigns. We redesigned our display ads and non-branded campaigns to drive brand awareness while constantly updating branded content, killing under performing ads, and testing fresh content. Utilizing these strategies allowed us to have a **5.23x** increase in revenue and a **502%** increase in ROAS.

5.23x Increase in Revenue

502% Increase in ROAS



Content Creation

GRAND WESTERN STEAKS

Our Facebook experts created campaigns that mirrored messaging and interests to those of Google Ad and Email Campaigns; developing an integrated strategy that multiplied Facebook revenue by **6.76x** this year alone. With the implementation and design of new creative content, we saw a **469%** increase in ROAS. We also switched out Facebook ad creatives on a weekly basis to provide new content for consumers.

6.76x Increase in Revenue

469% Increase in ROAS



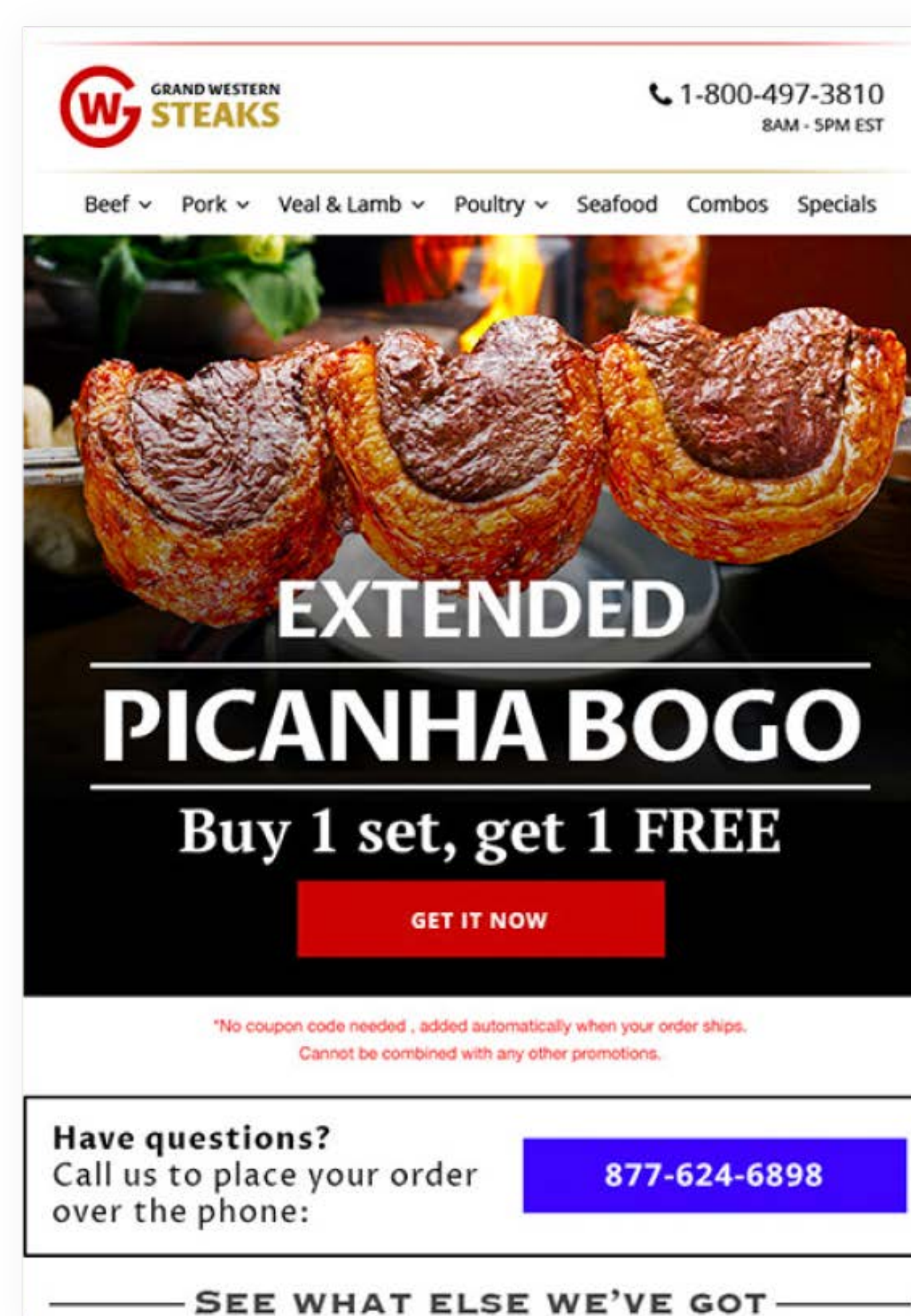
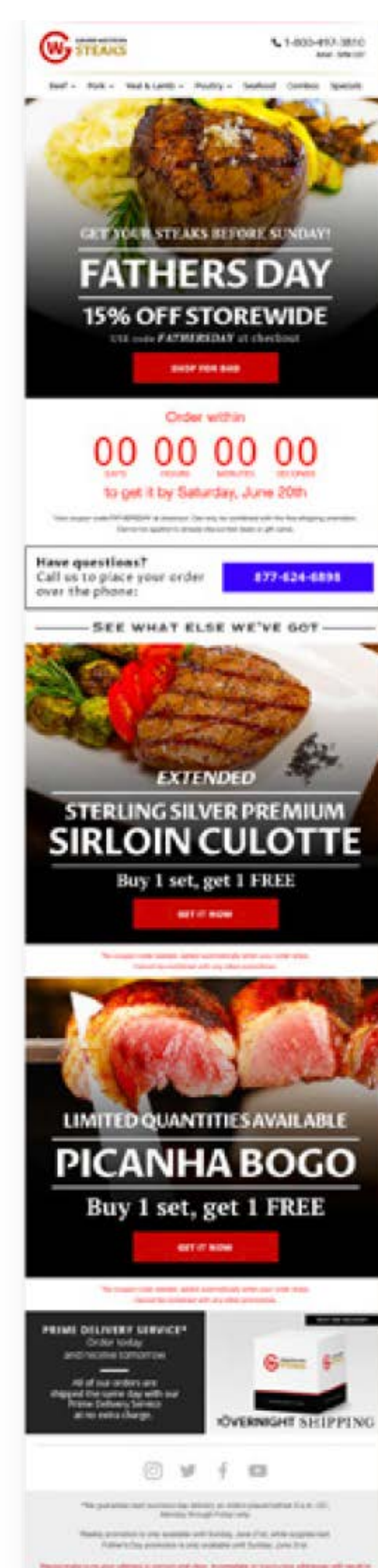
Influencer Marketing

GRAND WESTERN STEAKS

Our team chose to promote Grand Western Steaks using a single Youtube influencer, Guga Foods. The Guga Foods channel has **1.65 million subscribers**, which we saw as a powerful voice for Grand Western. Guga uses Grand Western Steaks to share their favorite mouth-watering recipe videos of barbequing to emphasize their unique cooking technique. Our partnership with Guga Foods led to **10%** of Grand Western's yearly revenue. Our strategy was to form a strong partnership, giving them access to their own coupon code to track purchases directly linked from the campaign.

Email Marketing

Our email marketing experts took an advanced segmentation approach to create email flows by specific products in order to target users with highly personalized content. We worked with Grand Western Steaks to create weekly promotions with coupon codes included in our email blasts. These initiatives led to a **10%** increase in revenue this year and proved the customers appreciated receiving exclusive promotions.



LET'S
MAKE IT
HAPPEN!

Get in touch

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