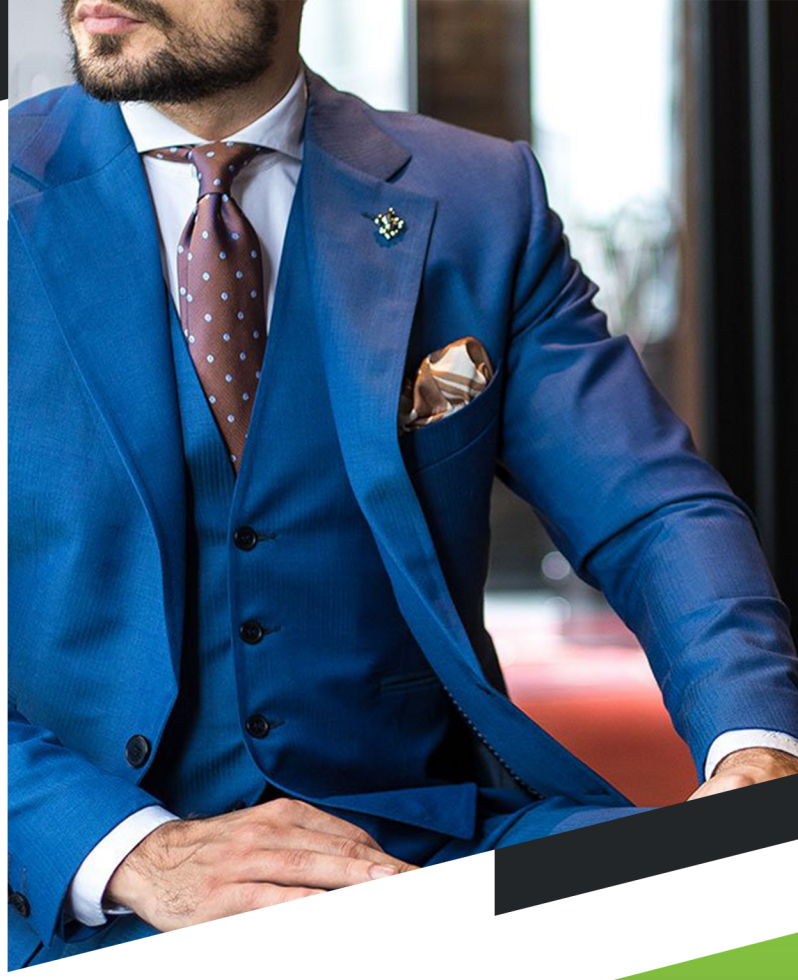
ZERO FRICTION

ECOMMERCE MARKETING AGENCY



CASE STUDY

SQUAREGUARD

Industry: Men's Fashion

SquareGuard was looking to improve its overall user experience & conversion rate.

30.93% CONVERSION RATE

+15.4% ORDER VALUE

+156.54% REVENUE

WEBSITE STRATEGY

Build new website

Incorporate upsell opportunities

Enhanced product pages

Improved call to actions and add to cart

SQUAREGUARD®

RESULTS

With the launch of the new website on Feb 8th, 2021, Zero Friction was able to increase conversion rates by 30.93%, order value 15.4%, and revenue by 156.54%.