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After partnering with Wpromote, Z Gallerie saw:



43%

increase in conversions



68%

lift in Mobile Revenue



23%

lift in combined ROI for e-commerce and in-store sales

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## Z Gallerie boosts sales by helping customers make the move from mobile search to store visit

Started by the Zeiden siblings in 1979, Z Gallerie has transformed from a poster and framing shop into a “fashion brand in the home furnishings business.” Getting customers to experience its high-style home products in stores has always been key to winning new business. So when they started seeing more customers coming from mobile searches, they turned to their longtime partner, National digital agency Wpromote, to find inventive ways to drive these prospective customers to storefronts.

Wpromote noticed that Z Gallerie’s customers were actually shopping across devices, moving from their smartphones to desktop and back again as they explored how a piece might look and feel in their homes. Focusing on mobile ads as part of their strategy, the partners began searching for ways to use Z Gallerie’s multi-device presence to bring even more customers to the company’s showrooms.



Z GALLERIE

WPROMOTE

Case Study: Z Gallerie / Wpromote

“Since working with Wpromote, we have much better targeting, much better trackability and many more vehicles that we can use to reach the right customer at the right time with the right message to drive a sale.”

- Chris Nicklo, CMO of Z Gallerie

“Connecting digital searching and research to offline actions will be the common thread of retailers that survive and thrive in the coming years. We are so excited to be a part of Z Gallerie’s success to date and excited as the best is yet to come!”

- Mike Mothner, Founder & CEO of Wpromote

## **In 2015, Z Gallerie was able to take part in a beta test of Store Visits, a new online-to-offline tracking solution within AdWords.**

The Store Visits feature shows AdWords advertisers whether their ads lead to customer foot traffic—making it ideal for Z Gallerie’s goal. Through this beta, Z Gallerie was able to learn how ads from both its mobile and desktop campaigns were impacting in-store visits. Using the data they collected, they were able to optimize their targeting to bring in even more qualified shoppers at their 65 locations nationwide.

## **By understanding how their mobile ads were driving store visits, Z Gallerie was able to adjust its campaigns to achieve a 68% lift in mobile sales.**

In addition, with the newly optimized campaigns, the combined return on investment for both website and in-store sales went up 23%, with a 43% increase in sales.

The results were gratifying for Z Gallerie, but so was the ongoing guidance and support they received by working with a Partner. As Z Gallerie CMO Chris Nicklo points out, “Working with Wpromote, we have access to resources, expertise and relationships beyond those we’ve developed on our own. They keep us on the cutting edge in driving business results and building our brand.”