

DiscoverHorizons is a emerging outdoors brand that needed guidance with their ecommerce store & paid social strategy.



DiscoverHorizons reached out to Uproot with a goal in mind: Help develop a brand with a successful store to get the attention of retailers. To do this, they needed to build a community online around their mission, products, & content. We built a beautiful website that emphasized that mission, and made it easy for people to contribute towards a cause they cared about. We also implemented beautiful carousel ads that retargeted any website visitors and setup abandoned cart DPA ads for any missed purchases. To top it off, our Instagram Growth Strategy helped rack in more than 4,500 new followers by engaging with similar brand's followers.

The Results

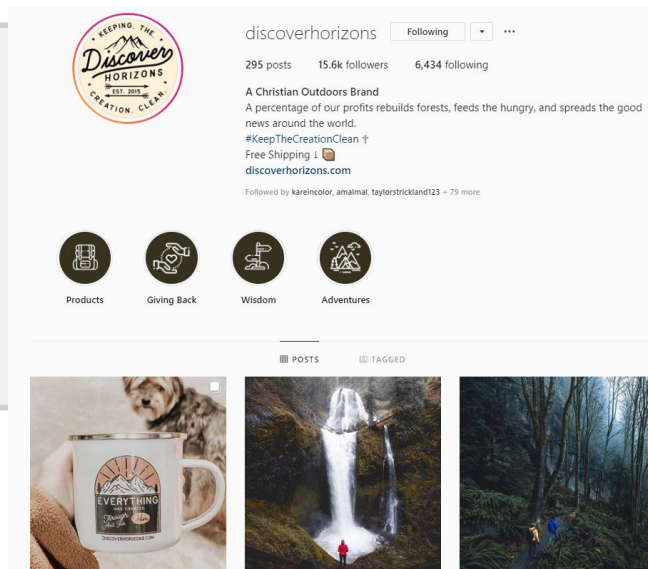
 **3.2x ROAS**
Return on Ad Spend

 **4,567**
Increase in IG followers

 **660%**
increase in website traffic

How we did it:

- Optimized Retargeting
- Customer Persona Development
- Conversion friendly website design
- Instagram growth strategy
- Custom Hashtags



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Uproot gave us a website that should have cost \$10,000 at a very reasonable & fair price. Our Instagram followers are growing month after month, and we look forward to growing together.

Rick Arriaga - Co-owner

Get results like these

Let's work together! Get started with a custom proposal. We want to meet you.

