

Case Study 03

32 % Higher Order Value for a Home-Fragrance E-commerce Brand

Industry: Consumer Goods (USA)

Engagement Length: 14 months

The challenge

Mobile shoppers loved the scents but rarely purchased more than one candle. Average order value (AOV) had plateaued at \$54.

What we did

- Migrated to Symbolic's high-speed hosting; page-load time dropped 43 %.
- Rebuilt the Shopify theme with one-click bundles and tiered discount prompts.
- Added post-purchase upsell emails featuring seasonal diffusers.

The outcome

- AOV climbed to \$71 in 90 days (↑ 32 %).
- Revenue per session rose 28 %.
- Return-customer rate ticked up from 19 % to 24 %.

“The bundles and upsell emails have completely changed our sales. Customers are buying more with each order, and our average order value is higher than ever.”

(Client name withheld at their request.)

