



CASE STUDIES

OUR WORK. REAL IMPACT.





INTEGRATED MARKETING & SALES CAMPAIGN: Trapp Fragrances

Seasonal Collection

INCLUDING: Integrated campaign strategy; Digital marketing; Email marketing; Social media; Print collateral; In-store signage & merchandising; Retail enablement; Revenue growth and measurable ROI

• **Objective:** Develop a comprehensive promotional campaign for Trapp’s seasonal candles and wax melts that increased average order value, drove higher retailer participation, accelerated seasonal sell-through, and delivered a compelling consumer incentive while improving sales and profitability for both Trapp and its retail partners.

• **Solution & Results:** When we were with Trapp Fragrances, we developed and executed a fully integrated “Buy 4, Get 1 Free” seasonal campaign spanning digital marketing, print collateral, in-store merchandising, retailer marketing assets, email marketing, social media, and point-of-purchase signage. The campaign combined consumer-facing demand generation with retailer enablement by providing customizable digital assets, merchandising best practices, and coordinated promotional materials that allowed retailers to seamlessly align their own marketing efforts with the national promotion. This integrated strategy:

- Generated 277% increase in upfront retailer commitment.
- Drove a 537% increase in seasonal revenue over five years.
- Grew seasonal products from 5% to 21% of total company revenue.

This campaign resulted in stronger retail margins, higher average transaction values, and consistent seasonal sell-through.

↑ 277%
AVERAGE
TRANSACTION SIZE

+537%
SEASONAL
REVENUE
OVER 5 YEARS

↑ 320%
SEASONAL AS
PERCENT OF SALES

TASTE • TOUCH • LEARN

EXPERIENCE A LIVING FARM & WINERY
ONE MILE OUTSIDE HEALDSBURG

Explore

Visit



RESERVE



Client Testimonial* - Elizabeth Miller (Marketing Director):

We recently embarked on a mission to replace our outdated. We were looking for three key things: high-level creative design, technical expertise to handle the complexities of our commercial alcohol beverage website, and exceptional customer service. They completely captured the essence of our farm winery, selecting tones, colors, and aesthetics that reflect our brand in a way we never thought possible.

The website they created feels digitally exactly how our farm winery feels in person—warm, inviting, and true to who we are. Their technical prowess ensured our site was not only visually stunning but also stable and perfectly functional. When we launched the new site this week, we proudly shared it with our 20,000+ contact database—and the response has been overwhelmingly positive! We are beyond proud of the website they delivered, which is now the perfect digital face for our business. WSI also took the time to optimize our SEO and messaging, making sure we were set up for long-term success.

*Paraphrased from Google 5-star review

GROW WHAT BELONGS HERE

This seemingly simple idea has guided us for over thirty years. We're excited to share what we've learned, through one of the most fascinating experiences in the wine country.

CLICK IMAGE OR LINK TO VIEW WEBSITE

WEBSITE & SEO/AEO: DaVero Farms & Winery [\(Link\)](#)

- **Objective:** Create an immersive digital experience that reflects DaVero's premium brand, organic farming philosophy, and estate lifestyle while seamlessly integrating e-commerce, wine club, reservations, and storytelling to increase customer engagement and direct-to-consumer sales.
- **WSI Solution & Results:** Designed and developed a custom WordPress website built around DaVero's distinctive brand identity, incorporating rich photography, custom illustrations, and nature-inspired design elements that mirror the estate experience. WSI integrated and customized the winery's Direct-to-Consumer commerce platform and reservation system into a unified user experience, while optimizing the site for mobile performance, SEO, and conversion. The result is a visually compelling, high-performing digital destination that strengthens brand perception, streamlines online purchasing and bookings, and supports long-term growth in direct customer relationships.

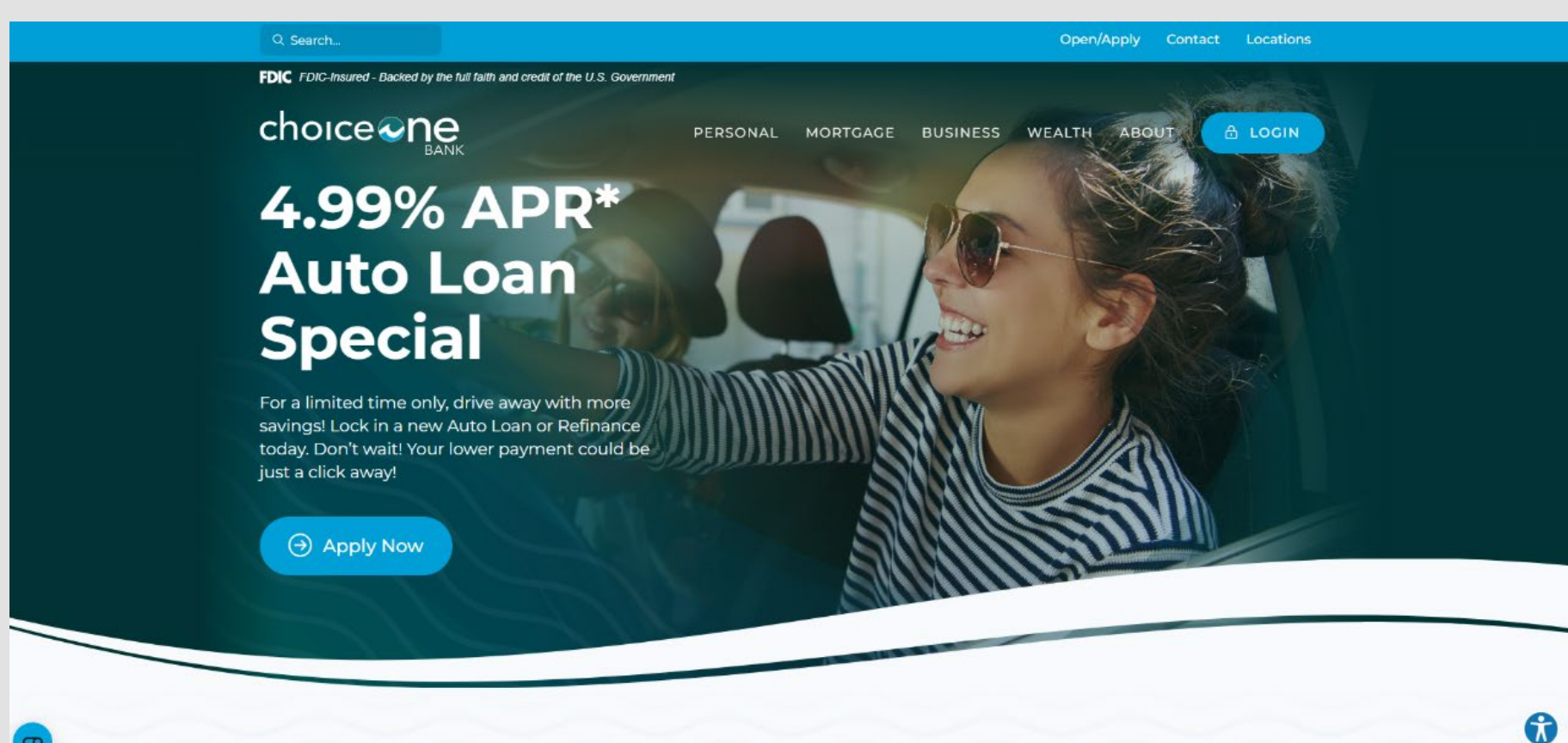
MINDFUL, TRADITIONAL WINEMAKING



We nurture our vineyards with a focus on biodiversity, allowing a diverse undergrowth to enrich the soil and protect the microbiology. Our harvest decisions are guided by taste and mouthfeel, not just chemical analysis, highlighting the artistry in winemaking.

In the winery, we rely on native yeasts from the grapes themselves for fermentation, diverging from the common practice of using commercial yeasts. Our wines rest in neutral oak barrels to let the true flavors of the grapes shine. This Old-World approach ensures our wines reflect the unique characteristics of each variety, vineyard, and vintage!





CLICK IMAGE OR LINK TO VIEW WEBSITE

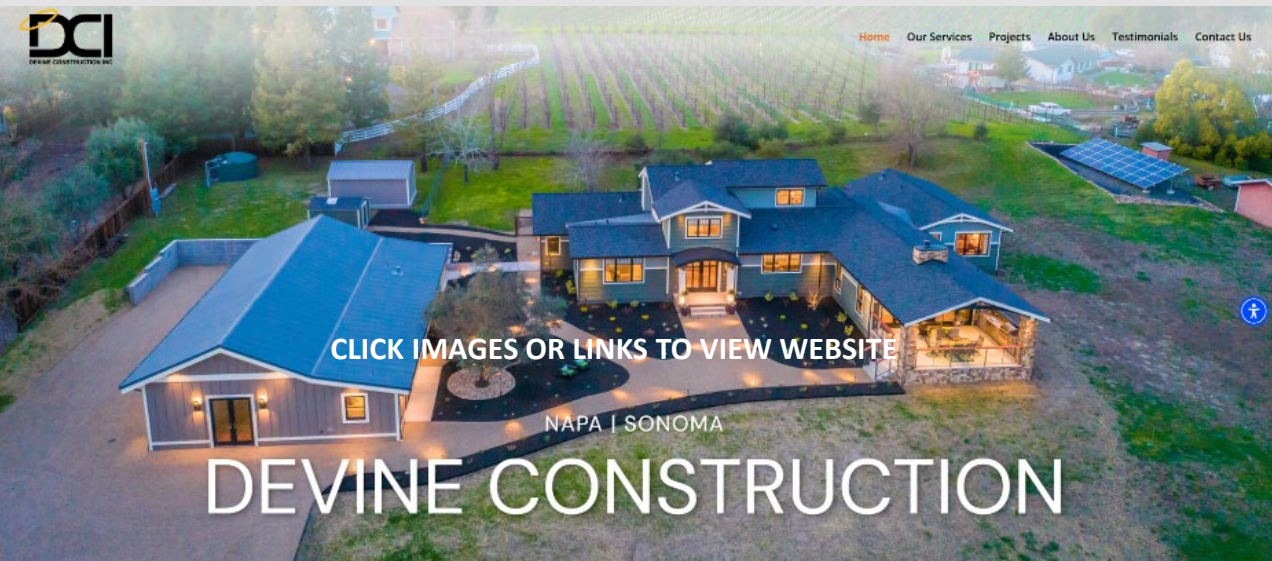
WEBSITE & SEO/AEO: ChoiceOne Bank [\(Link\)](#)

- **Objective:** Modernize ChoiceOne Bank's digital presence with a high-performance, accessible website that enhanced customer experience, strengthened community engagement, supported business banking growth, and seamlessly accommodated future expansion through acquisitions.
- **WSI Solution & Results:** WSI designed and developed a modern, ADA-accessible website with an intuitive content management system, optimized branch and team pages, integrated landing pages, and a paid media strategy spanning search, social, and display advertising. The new platform became the foundation of the bank's digital communications, generating more than **177,000 customer engagements** across 160 published articles while increasing visitor engagement on branch location pages from **47 to 58 seconds**. Following a major bank acquisition, the website successfully supported a **75% increase in engaged sessions** without performance issues, ensuring a seamless customer transition. The redesigned experience also elevated awareness of Treasury Management services, increased engagement with local branch and team pages, and strengthened ChoiceOne's position as a trusted, community-focused financial institution.



WEBSITE & SEO/AEO: Devine Construction [\(Link\)](#)

Objective: Establish a professional online presence from scratch to showcase premium projects, build trust, and attract high-end leads.



OUR SERVICES



FULL SERVICE CONSTRUCTION COMPANY

We are committed to offering unparalleled service, unique designs and the use of trusted brands in order to provide cutting edge, efficient, top quality work. I have the home of your dreams.



FROM CONCEPT TO COMPLETION

From planning and budgeting, to working with the city and county to obtain permits and other necessary approval, to in depth inspections, negotiations, and complete project management. We got you covered.



REMODELS, CUSTOM BUILDS, & MORE

Avoid costly mistakes by using a seasoned construction firm who can keep your project on time and on budget. Let us help design and execute your custom remodel and build and start enjoying your home.



25

YEARS OF EXPERIENCE



352

PROJECTS



307

HAPPY CLIENTS



5

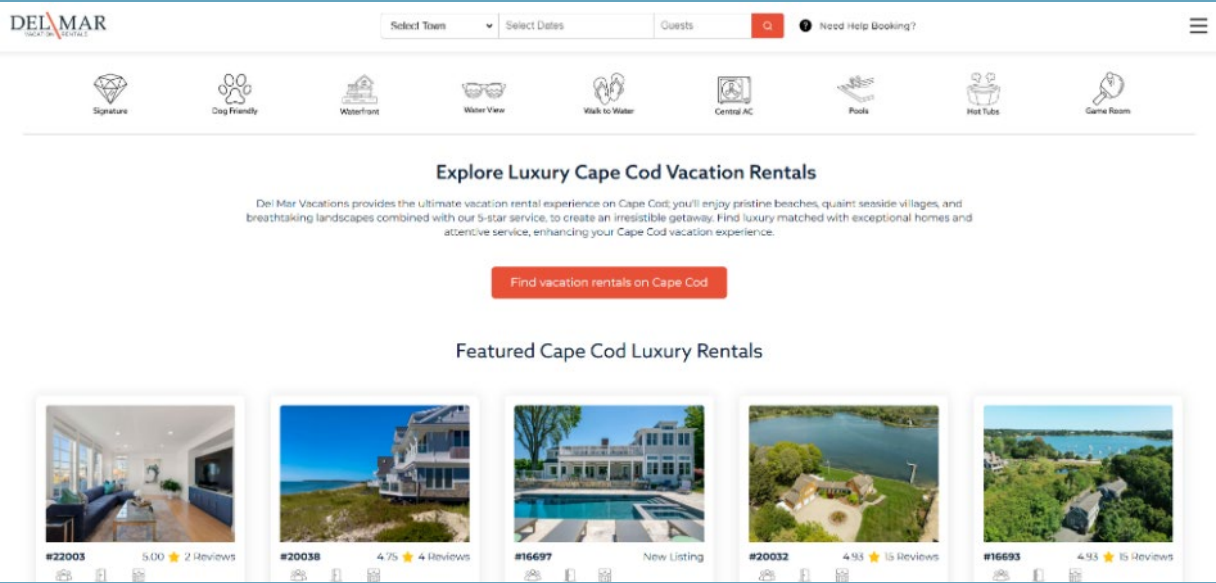
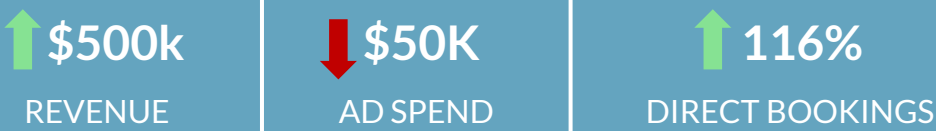
STAR REVIEWS

WSI Solution & Results: Delivered a custom, visually elevated WordPress website featuring a robust project portfolio and streamlined contact pathways, successfully positioning the brand to capture and convert premium clientele.

PAID ADVERTISING: Del Mar Vacations [\(Link\)](#)

Objective: Shift direct bookings from 30% to 65% to reduce reliance on third-party platforms (like Airbnb and Vrbo), targeting \$500,000 in additional revenue while eliminating \$50,000 in inefficient internal ad spend.

WSI Solution & Results: Conducted a comprehensive audit and completely rebuilt their Google and Meta ad campaigns. By introducing precise conversion tracking and leveraging a 40,000-contact database for custom lookalike audiences, WSI eliminated wasted spend and established a highly scalable, ROI-focused strategy to capture direct-channel growth.



Jenni Kayne – Upscale Women's Fashion

Jenni Kayne, a California Upscale Women's Fashion brand, partnered with Utopiads to scale its eCommerce performance and drive meaningful revenue growth through optimized Google Ads campaigns



Highlights

\$48M+
REVENUE GENERATED

27.41x
ROAS

14K
NEW CUSTOMERS

189K
CLICKS VIA SHOPPING ADS

90K
ONLINE PURCHASES

Conclusion

Utopiads helped Jenni Kayne break through performance plateaus by implementing a fresh acquisition strategy and restructuring campaign foundations. The partnership resulted in a significant lift in revenue and return on ad spend—all while maintaining brand equity.

Challenges

- Google Ads campaigns were underperforming
- Inefficient spend was limiting growth
- Difficulty acquiring new customers unfamiliar with the brand

Strategy / Approach

- Conducted a detailed audit of the existing ad account to uncover inefficiencies
- Implemented a new strategy focused on acquiring new customers at scale
- Restructured the Google Ads account to prioritize high-ROAS product categories
- Developed full-funnel creative and campaign flows to guide prospects from awareness to purchase

Solutions

- Focused acquisition on non-brand, high-intent shoppers
- Highlighted best-performing SKUs in paid search campaigns
- Scaled creative production to test and optimize performance across funnel stages
- Streamlined campaigns to reduce wasted spend and improve return



Case Study – Luxury Skin Care Brand



A California-based clean luxury skincare brand. They faced challenges in establishing a distinct identity separate from its sister brand and breaking into the competitive clean beauty market, they partnered with Utopiads to enhance their digital marketing strategy and drive eCommerce growth.



Solutions

- Streamlined ad account structures for efficiency
- Launched Performance Max campaigns to broaden ad reach
- Improved product visibility through optimized feeds
- Expanded market reach by targeting new geographic areas and customer segments

Strategy / Approach

- Conducted a comprehensive audit to identify underperforming campaigns
- Established revenue and call conversion tracking systems
- Restructured ad account by consolidating similar-themed keywords and products
- Reallocated budgets to better-performing campaigns, focusing on Shopping campaigns
- Launched Performance Max campaigns to broaden ad reach
- Improved product feeds by addressing missing GTINs and enhancing product attributes
- Created separate campaigns for best-selling items and seasonal products
- Expanded strategy to target select U.S. states and implemented Demand Gen Prospecting campaigns



Conclusion

Through a strategic, data-driven approach, Utopiads significantly improved Dermalogica's digital marketing performance. The collaboration led to substantial growth in revenue, increased customer engagement, and enhanced brand presence in the competitive beauty and skincare market.

OVER 12 MONTHS

Revenue Generated

\$1.9M

ROAS

5.7x

Purchases

13.7K

Clicks

114K

Challenges

- Entering a saturated clean beauty market with established competitors
- Establishing a distinct brand identity separate from its sister brand
- Building brand awareness from scratch to attract new customers
- Overcoming strong customer loyalty towards established competitors