

Dopl Case Study

30%

INCREASE TO
PAID MEDIA
CLICKTHROUGH
RATE.

250K

ORGANIC SEARCH
IMPRESSIONS

Background

Dopl is an experience-focused brand that creates true-to-life miniatures. They capture the essence of how you look and feel in life's greatest moments. Maison Digital partnered with Dopl to launch and maintain their SEO, paid media, email marketing, and analytics.

Challenge

Introducing Dopl to new audiences through digital channels and driving them to an in-store experience and purchase.

Results

Maison Digital used a hyper-localized paid media campaign to target locations and audiences most likely to make an appointment. Optimizing owned channels supports the marketing funnel.



Drove 250K+ search impressions at 20% CTR.



Grew email open rates by 5 percentage points.



Increased Facebook and Instagram CTRs by 30%

Looking for an agency partner?

Learn more about Maison Digital