

Case Study

Opening the E-Commerce Channel

Build a Scalable E-Commerce Channel
from the Ground Up

How Discount Kitchen Direct Grew Online
Sales into 60% of Total Business

9x

Return on Ad Spend

31%

Ad Spend Savings

+94%

Sales Volume Increase

A Full-Funnel Strategy for
High-Consideration Purchases



The Opportunity

Case Study Overview

About the Business

Discount Kitchen Direct had a strong brick-and-mortar foundation, but e-commerce was underutilized.

The Goal

Turn online sales into a measurable, scalable revenue channel.

What They Sell

Ready-to-assemble cabinets

Wide range of styles and budgets

Why It's Challenging

High-consideration purchase

Long buying cycle

Multiple decision-makers

Designed to Simplify the Buying Process

Client Perspective

“We talked with several agencies, but we were impressed that LP is a Google Premier Partner with specialized teams supporting organic growth, social, and search. Their work is thorough, and their reporting is reliable, with clear recommendations that make it easier to commit budget with confidence.”

Wayne Brookes, Owner, Discount Kitchen Direct

Snapshot

Industry	Business Type	Services Used	Primary Objective
Retail	E-Commerce & Lead Generation	PPC · Email · SEO · Social	Scale DTC & E-Commerce Sales

The Problem

Why E-Commerce Strategies Fail

Big-ticket purchases don't convert overnight — and most strategies aren't built for that reality.

The Core Challenge

Big-ticket purchases don't convert overnight.

Most users require multiple visits before converting.

Key Friction Points

Long buying cycles delay conversion

Users leave and return multiple times

Attribution is difficult to measure

Quick wins are rare

Typical Buying Journey

01	02	03	04	05
Discovery	Research	Design	Consideration	Purchase

Most buyers require multiple touchpoints **before converting.**



Solution

The Growth Strategy That Changed Everything

LP designed a full-funnel strategy to capture demand, nurture buyers, and drive conversion over time.

How the Strategy Works

Capture Demand (Search)

Reach high-intent users actively searching for cabinets.

Build Visibility (SEO)

Drive consistent traffic through optimized content and category pages.

Generate & Re-Engage (Social)

Introduce new audiences and retarget users throughout the journey.

Convert Over Time (Email)

Re-engage users and stay top-of-mind during comparison phases.

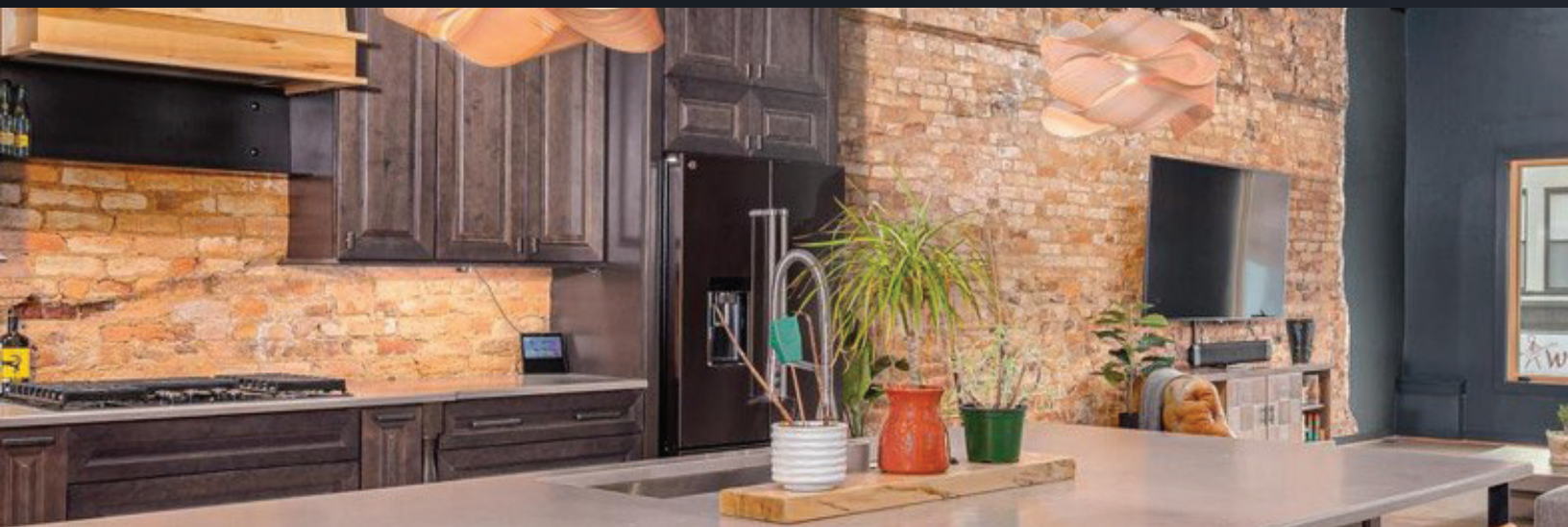
Granular Reporting Unlocked Smarter Targeting

By geography

By product preferences

By design trends

Right message. Right time.
Right channel.



The Results

9x Blended ROAS Account Wide

Higher returns. Lower costs. Sustained growth.

Revenue Growth

+37%

Revenue Growth
(Social)

Revenue Growth

+94%

Sales Volume Increase
(Social)

Efficiency Gains

31%

Reduction in Ad Spend
(Search, Social)

Efficiency Gains

+24%

Marketing Efficiency
Ratio (MER)

Channel Performance

+21%

Return on Ad Spend
(Search, Social)

Channel Performance

+116%

ROAS (Social)

Channel Performance

116x

ROI (Email Marketing)

A textbook example of
what **scalable growth**
looks like.

Scal·a·ble ('skā-lə-bəl) *adjective*

1. Increasing performance while maintaining or reducing costs, enabling efficient and sustainable growth.
2. Able to expand operations, output, or impact without a proportional increase in resources or spend.

Key Takeaway

Growth and efficiency aren't tradeoffs — they're outcomes of the right strategy.

With a Full-Funnel Approach, Businesses Can:

Turn e-commerce into a primary revenue driver

Increase performance while reducing spend

Free up internal resources to focus on growth

Want to Build a Scalable Growth Engine Like This?

Let's build your growth strategy

Get Started

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