

## THE CHALLENGE

Creating a powerful revenue engine for a new e-commerce brand to deliver both short term growth and long term scalability.

## THE SOLUTION

An omni-channel marketing strategy, harnessing the power of free tracking and analytics tools and low-cost AI solutions to optimise brand visibility, the number of customers reaching the website and enquiry conversions.

## THE OUTCOME

1,000% revenue growth in 2025.  
A return of 450% on Google Ads spend.  
1000 new Instagram followers.

### ROOFLIGHTS BROCHURE



### AI CHAT BOT QUESTIONS AND ANSWERS

Q Which glazing options offer the best solar protection? I don't want an antique table to fade.

A For stopping an antique table from fading, the best glazing choice is our solar control glass (this is designed to reduce solar/UV exposure compared with standard clear)... Also, all our glass types have Low-E (low emissivity) coating as standard, which helps reduce UV damage and therefore helps protect furnishings from fading.

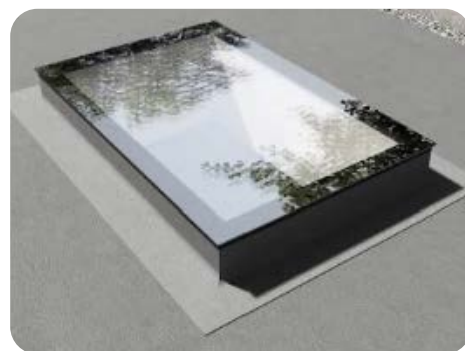
Q Do you have a kerb width or drawing for your roof lanterns? I can't seem to find this on your website.

A Yes - we can provide the drawings for the roof lanterns, but they aren't shown directly on the main roof lanterns page. Please download our roof lanterns brochure (it includes the technical drawings/dimensions). Then, if you tell me the exact roof lantern size you are considering, I can help confirm the correct kerb/upstand dimension for that size.

Q Do you have the U values of your skylights by any chance?

A Yes - U-values can be provided, but they vary depending on the exact skylight product, glazing type and size. Could you tell me which skylight you mean? Once I have that, I can confirm the correct U-value for that specific unit.

### SOCIAL MEDIA

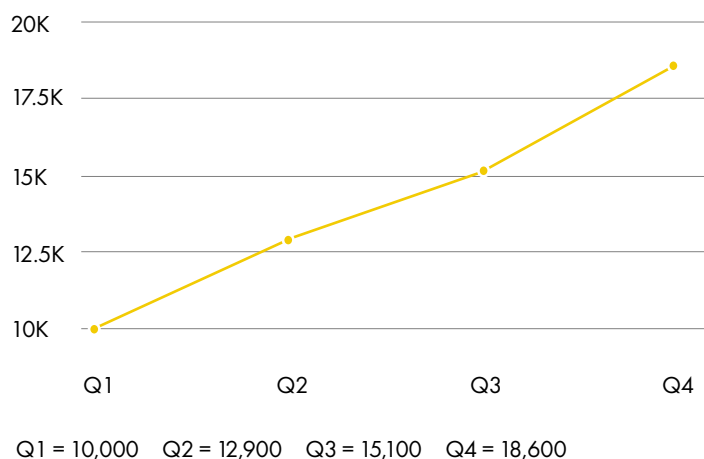


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### WEBSITE TRAFFIC GROWTH IN 2025



### WEBSITE HOMEPAGE

