

Preactive Digital **CASE STUDY**



WHO: Acuvue

WHEN: 2017-2018

WHAT:

Ecommerce audit of contact lens channel across all major retailers in US, UK and China markets

WHY:

To increase revenue incrementally on existing ecommerce platforms by optimizing user experience to ensure accurate, timely content and meaningful user flows that increase conversions

(Further disclosure requires written consent of the client)

Please request more information at

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