

CASE STUDY

Client: Lenstore

Campaign: [Can You Spot It](#)

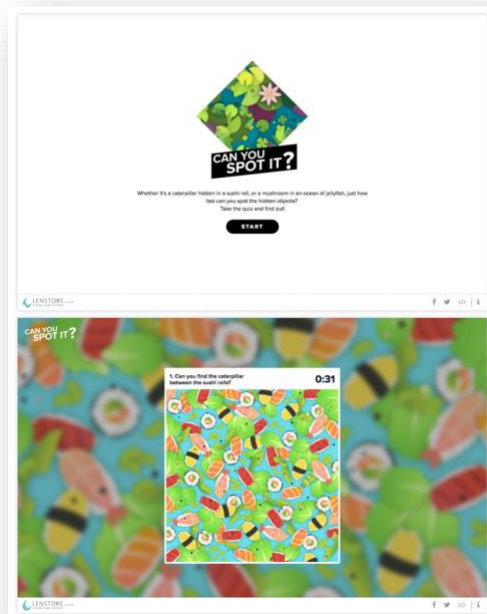
Markets: UK

Services: Creative Campaign Development and Strategic Outreach

The objectives:

The overall objectives were to:

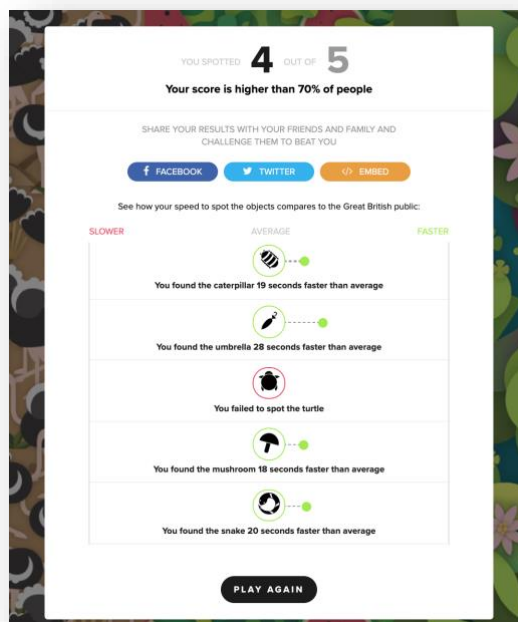
1. Achieve top-tier, authoritative, editorially valid links that increase site authority.
2. Deliver **LinkScore** results of over 1000 points.
3. Support and increase brand recognition efforts through coverage, social and print.
4. Grow organic traffic and revenue sitewide and, in particular:
 - for the strategically and commercially important ‘contact lenses’ page;
 - improving rankings for the 1,178 commercial keywords that they were tracking



What we did:

We began with a technical SEO audit, which resulted in a range of recommendations which (in conversation with Lenstore’s lead developer) we prioritised based on likely impact and taking into account the internal resources available. We continued to work closely with the Lenstore team to help implement recommendations.

When it came to campaign ideation and production, contact lenses are not a topic that journalists usually have much cause to write about. To this end we created a series of sight, vision and perception related content pieces for Lenstore including Can You Spot It; a game where users try and find items hidden within detailed designs and are able to compare how they fared versus the Great British public. It was these comparison results that would give our outreach a plethora of angles that were bound to entice journalists



The results:

- We created a **fun and original asset** that exceeded our clients expectations.
- **154 linking root domains** from some of the biggest authority sites including; [The Sun](#), [Daily Mail](#), [Today USA](#), [Good Housekeeping](#), [MSN](#), [Mental Floss](#), [Esquire](#), [Yahoo](#), [Country Living](#), [Readers Digest](#)



- Linkscore of **16,539** points.
- The campaign was viewed over **4,087,108 times**, with the game itself was played by over **457,000 users**
- **Over 13,431 shares** on social media through the coverage it gained; as well as through the campaign page itself (Twitter data counted until they implemented tracking changes). Can You Spot It has been shared by some high authority social media accounts including, [Daily Mail](#), [INSIDER](#), [The Sun](#), [Esquire](#), [Mental Floss](#), [Reader's Digest Asia](#), [Reader's Digest Australia](#), [Reader's Digest New Zealand](#)



Impact for the client:

- Over a period of 12 months Lenstore’s rankings for key term “contact lenses” went from position **12 to position 2**.
- Their non-brand organic traffic was **up by 188%** in total.

Keyword	Search Volume	Initial Ranking	Current Ranking	Change
contact lenses	74,000	12	2	+10
contact lenses <u>uk</u>	9,900	9	4	+5
contact lenses online	6,600	8	1	+7
online contact lenses	6,600	5	2	+3
daily contact lenses	4,400	10	2	+8

What did they client say?

“

Since we started working with Verve, we’ve been really impressed with how much they’ve been able to achieve. We’re extremely pleased with the results they’ve been able to generate and this has made a significant contribution to our bottom line.

Jon Davies, Head of Marketing

Lenstore

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