



CASE STUDY

How Chaya Glatt Helped Atar & Co Increase Web Traffic by 351%

1

PROCESS

Rochel Einhorn and Elisheva Sorotzkin of Atar & Co spent 30-45 minutes with Chaya to initiate the project. During the meeting, they discussed:

- Primary and secondary **goals** for the ad campaign
- Which media would be used to run the ads
- The **target market**, including a profile of age, gender, and pain points
- Why Atar & Co? What's the unique benefit to the target?

Chaya asked pointed questions that helped Rochel and Elisheva focus on the customer side of the story, including pain points, problems, and their unique solution as experienced by the customer.



2

STRATEGY

Using the initial meeting and some additional research, Chaya developed a strategic ad sequence that would appeal to the 3 different customer profiles the company served, telling a problem-solution story that would move the reader to action:

1. Target has an old, outdated website → Atar & Co modernizes the site with a whole new look.
2. Target doesn't have a website yet → Atar & Co creates an impressive website.
3. Target has a glitchy website → Atar & Co fixes the problems.

Chaya wrote short, punchy copy for the digital ads that stated the problem and provided a clear call to action.

Print ads allow for more copy in longer form, so Chaya leveraged the additional word count to agitate the reader, drive home the pain points, and communicate the unique selling points and ultimate benefit to the customer, all using the Atar & Co friendly-yet-sophisticated brand voice.

3

RESULTS

Metrics from Atar & Co web analytics indicate a highly successful campaign: 351% increase in sessions, 327% increase in page views & average session duration & 35% increase in session duration.

When your website
looks like an
ancient relic.

modernize

atar&co.

When your
website
doesn't work.

fix it

atar&co.

When you still
**don't have
a website.**

get one

atar&co.

www.atarandco.com

Design: Devorah Juravel & Freida Lapides
DF Creative

Sessions

572

↑ 351%
vs. Previous 30 Days

Pageviews

934

↑ 327%
vs. Previous 30 Days

Avg. Session Duration

39s

↑ 35%
vs. Previous 30 Days