


CASE STUDY



Salted Stone

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purchase
green 



Leading California Supplier of Artificial Grass Sees

174% JUMP IN WEBSITE CONVERSIONS

Following Website Rebuild, Rebrand, and Inbound Marketing Campaign

THE CHALLENGE

CLIENT

Purchase Green

INDUSTRY

Retail / eCommerce

WHAT WE DID

Inbound Campaign,
Branding, Website,
Banner Ads, Videos,
TV Commercial

OVERVIEW

Leading California
Supplier of Artificial
Grass Sees 174% Jump
in Website Conversions
Following Website
Rebuild, Rebrand and
Inbound Marketing
Campaign

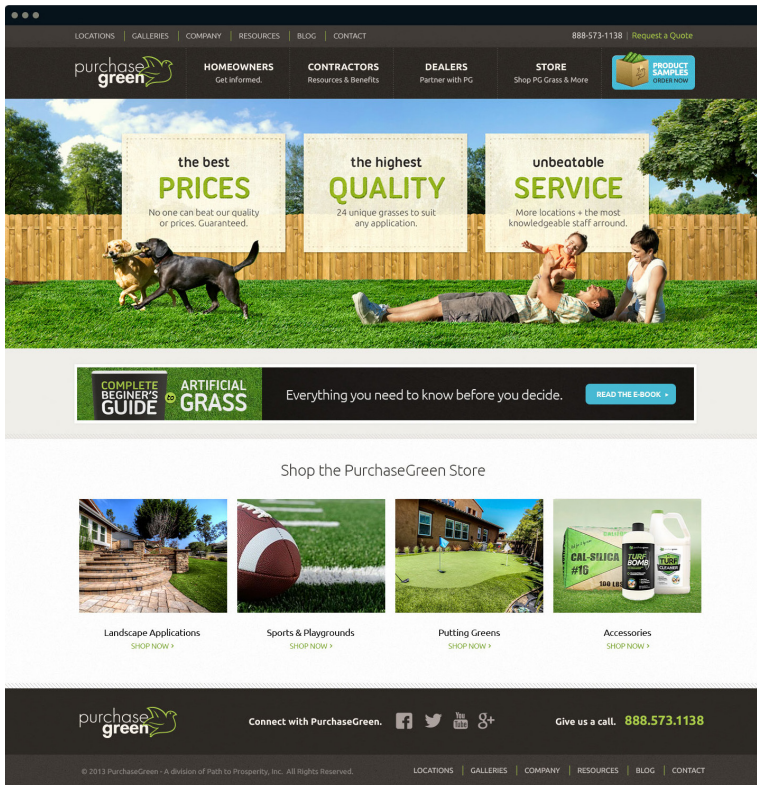
Founded in 2008, [Purchase Green](#) is a residential artificial grass provider that boasts the largest artificial grass distribution network with locations covering the West Coast and international drop ship programs across the U.S., Canada, Mexico, the U.S. Virgin Islands and Africa.

Purchase Green had a great product and a business that was expanding, but felt there was still room for growth when it came to generating online leads and creating a solid brand identity.

WHAT WE DID

Salted Stone built Purchase Green a new, modern website that was SEO-optimized and fully responsive.

We also did a complete rebrand that involved designing new logos, shooting videos and even a television commercial. We then launched a comprehensive inbound marketing strategy that encompassed blogs, social media and other pieces of content collateral. We wrote and designed an ebook — *DIY Guide: Everything You Need to Know for a Successful Artificial Grass Installation* — and developed a landing page for it to live on.



THE RESULTS

RESULTS

219% increase in site visit-to-contact rate

83% jump in traffic volume

72% increase in revenue

63% decrease in cost per lead (CPL)

Increase in website conversion rate from 1.93% to 5.29%

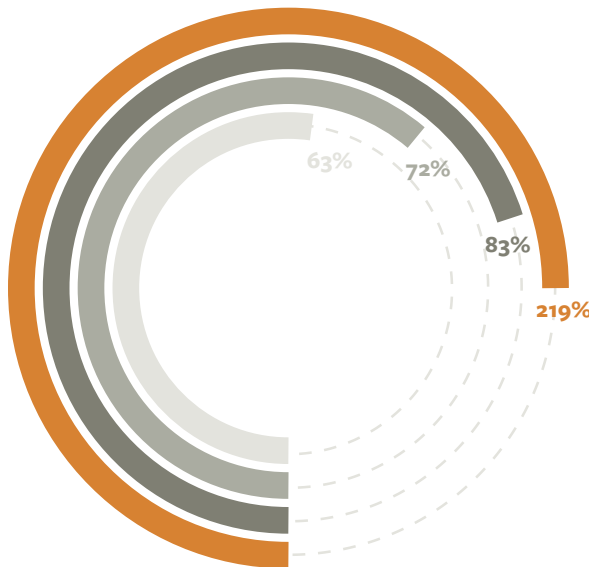
174% jump in website conversions

Salted Stone's inbound marketing efforts literally transformed Purchase Green's entire business, forcing them to adapt new processes and systems, just to handle the volume of leads coming in through their website.

Today, Purchase Green has 16 showrooms located across California and Nevada and has its products on the shelves of more than 30 landscape supply stores.

As a result of the overwhelming number of inbound leads they were receiving, Purchase Green had to open its own call center just to field all the sales inquiries. For Purchase Green, the grass is greener on both sides!

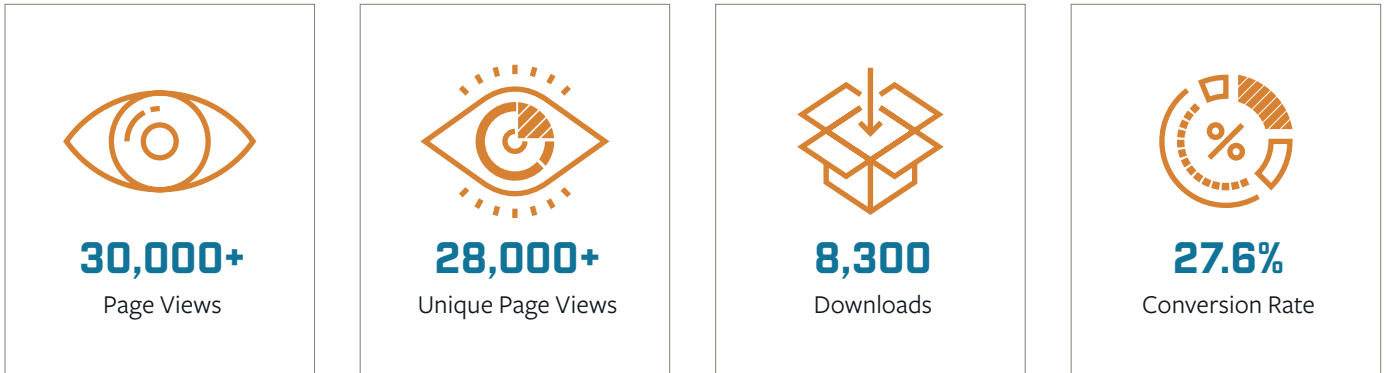
FROM ONSET OF PROGRAM FROM APRIL 2014 THROUGH APRIL 2015, PURCHASE GREEN EXPERIENCED:



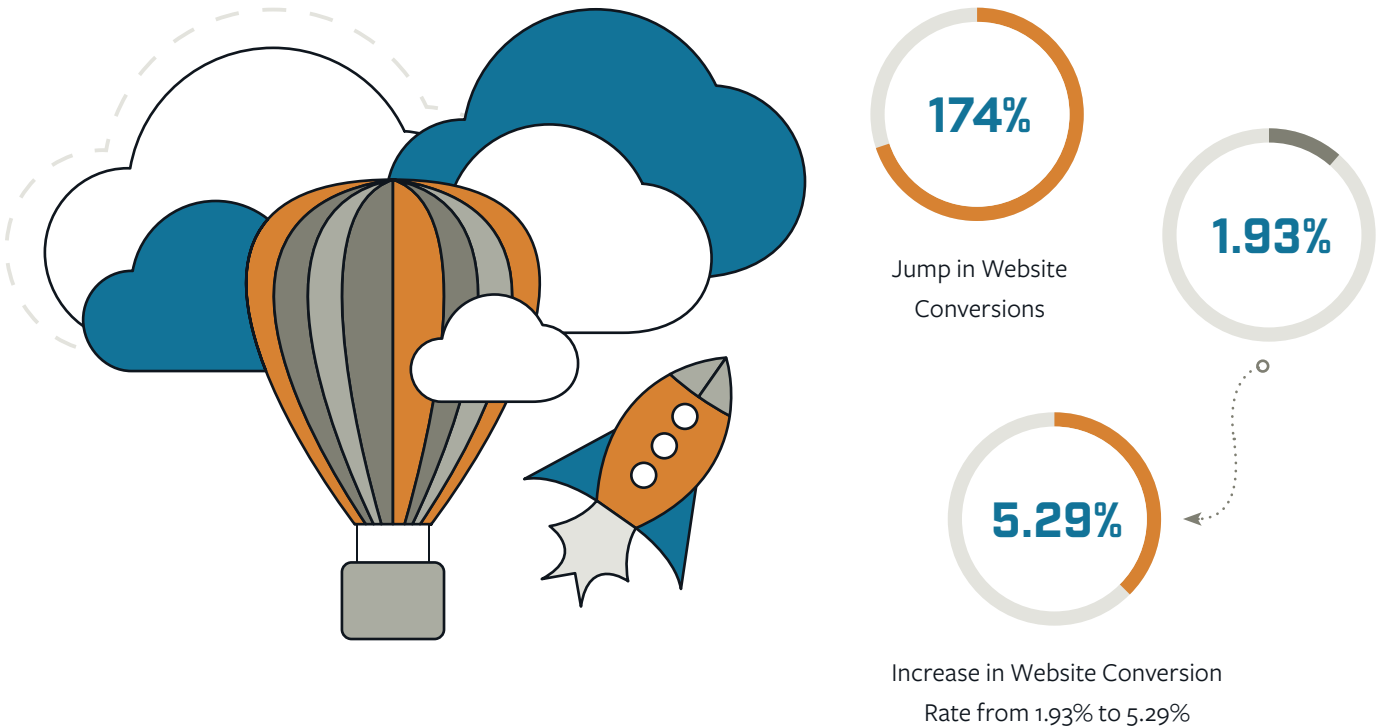
- 219% increase in site visit-to-contact rate
- 83% jump in traffic volume from paid search mediums, YTD based on ability to produce positive ROI at scale from more broad / general terms
- 72% increase in revenue, with Purchase Green's CEO attributing 50% of that growth to Salted Stone's work
- 63% decrease in cost per lead (CPL)

THE RESULTS

THE DIY GUIDE EBOOK AND LANDING PAGE GENERATED:



OUR INBOUND PROGRAM RESULTED IN:



[REQUEST A CALL](#)

