

CASE STUDY

brilliant partnership



the opportunity

Imagine just having implemented a new commerce engine and it doesn't deliver any of the expected benefits. This was the state Hallmark was in when Brulant got involved. We helped them identify three key pain points that needed to be addressed immediately to expand their customer reach and conversion: search engine optimization, performance, and content management.

the brilliant results

... Brulant brought Hallmark from 600 indexed pages in the search engines to over 65,000.

... a high performance and more compelling, easier consumer experience for their busiest seasons.

... real time content updates through a first of its kind tool, Brulant's Rapid Content Integrator.



"Faced with an incredibly competitive market, especially during peak holiday seasons, Hallmark wanted to make sure their online marketing investment was best positioned to yield the highest performance, conversion, and return on investment."

Scott Young, Partner & Senior Vice President – Brulant's Retail & Consumer Goods Practice



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