

CASE STUDY GET OUT GEAR



PROJECT OVERVIEW

Get Out Gear is an e-commerce business that has a best-selling outdoor blanket on Amazon, however wanted to increase its Shopify store sales and profit in order to diversify its business.

Brandhopper focused on a Shopify redesign, brand storytelling, speed optimization, email marketing and paid Google ads to help Get Out Gear achieve their goals.

RESULTS

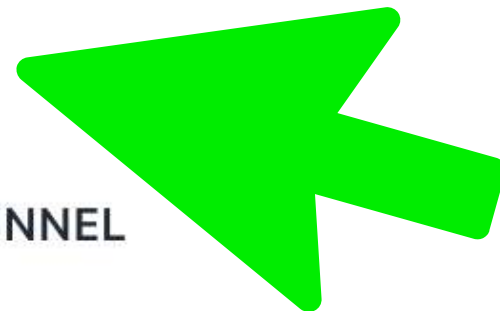


CONVERSION RATE INCREASE

306% IMPROVEMENT!!!

Online store conversion rate

0.65%



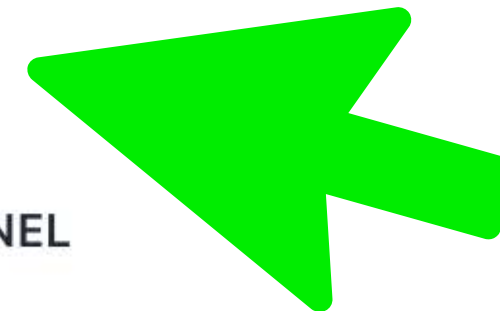
CONVERSION FUNNEL

Added to cart	3.37%
26 sessions	
Reached checkout	1.30%
10 sessions	
Sessions converted	0.65%
5 sessions	

BEFORE

Online store conversion rate

1.99%



CONVERSION FUNNEL

Added to cart	4.44%
134 sessions	
Reached checkout	2.69%
81 sessions	
Sessions converted	1.99%
60 sessions	

AFTER

RESEARCH



RESEARCH

Before beginning the project, the Brandhopper team conducted an in-depth analysis of the Get Out Gear customer data on Amazon while also researching the problem the business solved, key competitors, brands they admired, and product selection. The Brandhopper team also interviewed Jon Davis (Founder) to learn more about why he started the business so we could convey that story on the website and tell the right story to prospective customers.

The Brandhopper team chose the framework for the new website that would help Get Out Gear achieve their business goals and improve several e-commerce metrics, specifically conversion rate.


ENHANCING THE BRAND



ENHANCING THE BRAND

Actions taken:

- Replaced outdated, old images with fresh, vibrant imagery that aligned with the brand
- Created a new "Mission" page with a fresh brand story, focusing on Jon's background, the outdoor lifestyle of target customers, and efficient and intelligent product design
- Improved web copy, return policy and F.A.Q.'s to communicate that the brand was very customer friendly
- Added visual elements to convey the brand's story on the Homepage, About Us page and Product pages.



"Our conversion rate has tripled, traffic is up 6.5x, and accordingly, our Shopify sales are now a meaningful portion of overall revenue. More importantly, our customer list and community is growing, enabling many benefits as we develop and launch new products and develop the brand."

Jon Davis
Founder, Get Out Gear

WEBSITE OPTIMIZATION

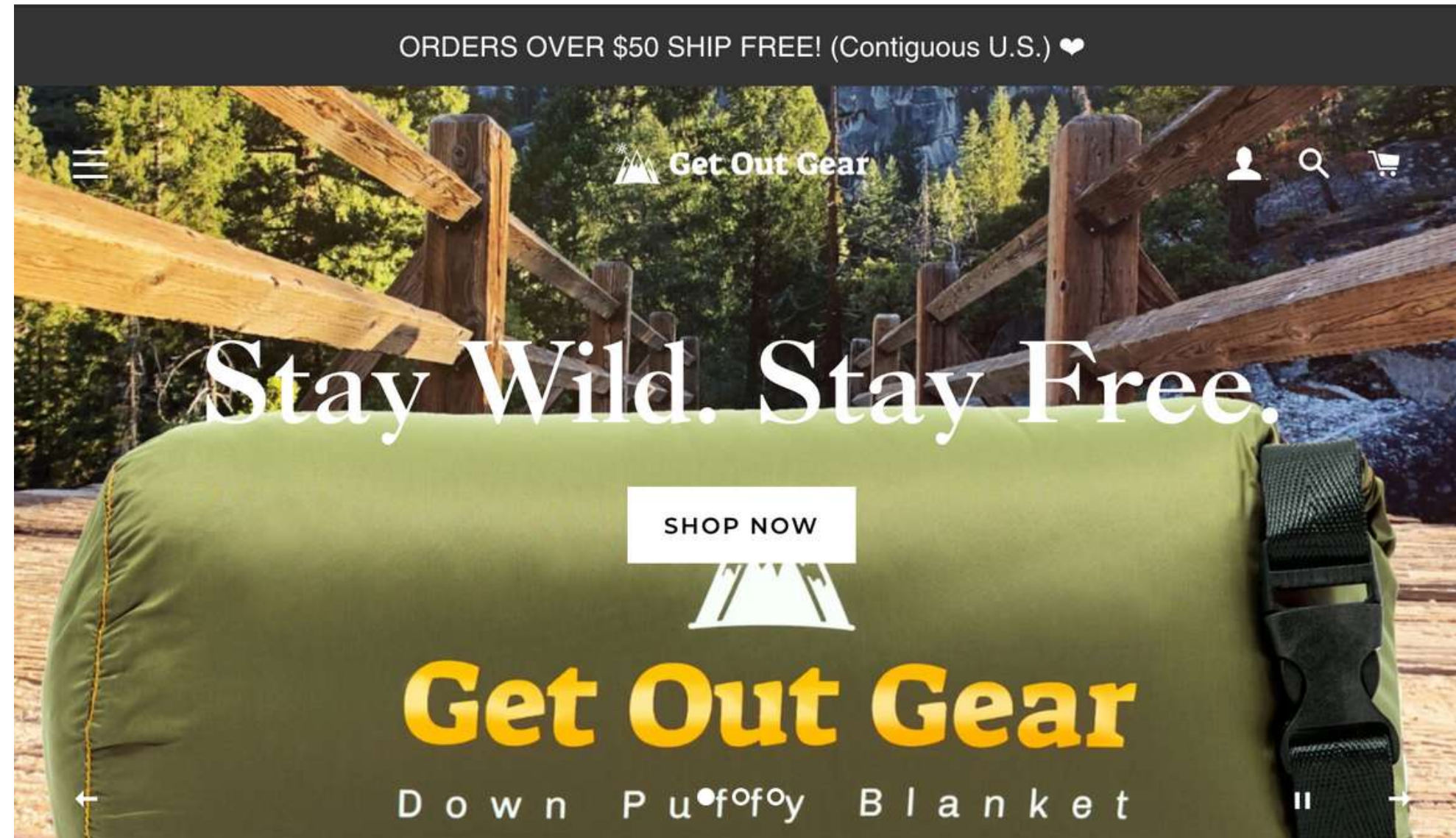


IMPROVING USER-FLOW

Actions taken:

- Consolidated product colors into one "parent" product that immediately increased reviews and user flow
- Optimized the website for speed to improve search rankings and conversion rate
- Improved and re-organized web copy, return policy and F.A.Q.'s
- Removed images and video that were not essential to the customer purchase path

HOMEPAGE BEFORE



The Bouffi Blanket

Lightweight, packable, and warm down puffy blankets. For

HOMEPAGE BEFORE



...and, with its
packability, the Bouffi
Blanket is ready for
outdoor adventure.

- **LIGHTWEIGHT AND COMPACT** - Only 1.1 lbs! Includes stuff sack with heavy duty clasp for easy carrying and storage. (dimensions 80"x54", 77"x50" fully puffed, stuff sack 5"x12")
- **COZY AND WARM** - A 20D ripstop nylon shell blocks out wind and cold while 650 Fill Power down insulation keeps you cozy and warm inside.
- **WEARABLE** - Premium snaps convert your blanket into a poncho, freeing your hands for tailgating, chatting around the campfire, or cozying up with your favorite book.
- **SPILL AND WATER RESISTANT** - A DWR (durable water repellent) coating protects your blanket from spills and weather. The nylon shell resists dirt, sand, and pet hair allowing you to lay it on dirt, grass, or sand without worry.

Customer Reviews

No reviews yet

HOMEPAGE BEFORE

Packs fast and easy in its stuff sack



**SHARING THE LOVE.
ONE BLANKET AT A
TIME.**

We're all about enjoying the outdoors through well-designed, highly functional gear, that you'll truly love.

"Winner - You can't beat the price/performance ratio." - Frederic

HOMEPAGE BEFORE

ULTRA-LIGHTWEIGHT AND PACKABLE - FOR WHEREVER ADVENTURE CALLS!

Weighing in at just one pound (1lb 1oz with stuff sack), the Bouffi Blanket is the perfect companion for traversing the backcountry, chatting around the campfire, or just cozying up with your favorite book. Experience the perfect blend of warmth, weight, and packability.

A premium stuff sack with heavy duty clasp is also included for easy carrying and storage.

"Insanely lightweight and warm." - Brege



SO WARM AND COZY - IT LOVES YOU BACK!

Natural 650 Fill-power down insulation traps in body heat keeping you warm and cozy inside. The superior warmth to weight ratio of real down provides maximum warmth and minimum pack size.

Stay warm and cozy wherever you go including:

- Hiking, Backpacking, Camping
- Hammock, Beach, Festivals
- Travel, Van Life
- On the Couch, in the Backyard
- Emergency use, Car, Bug Out Bag

"Love this thing!" - Jonathan



HOMEPAGE AFTER

Free Shipping On All Orders in the USA! ❤️



FROM THE BACKCOUNTRY TO THE BACKYARD.

Outdoor gear that's rugged enough for the wilderness and comfortable enough to use at home.

[SHOP NOW >](#)



HOMEPAGE AFTER

Free USA Shipping On All Orders Over \$50! (Excludes HI/AK)



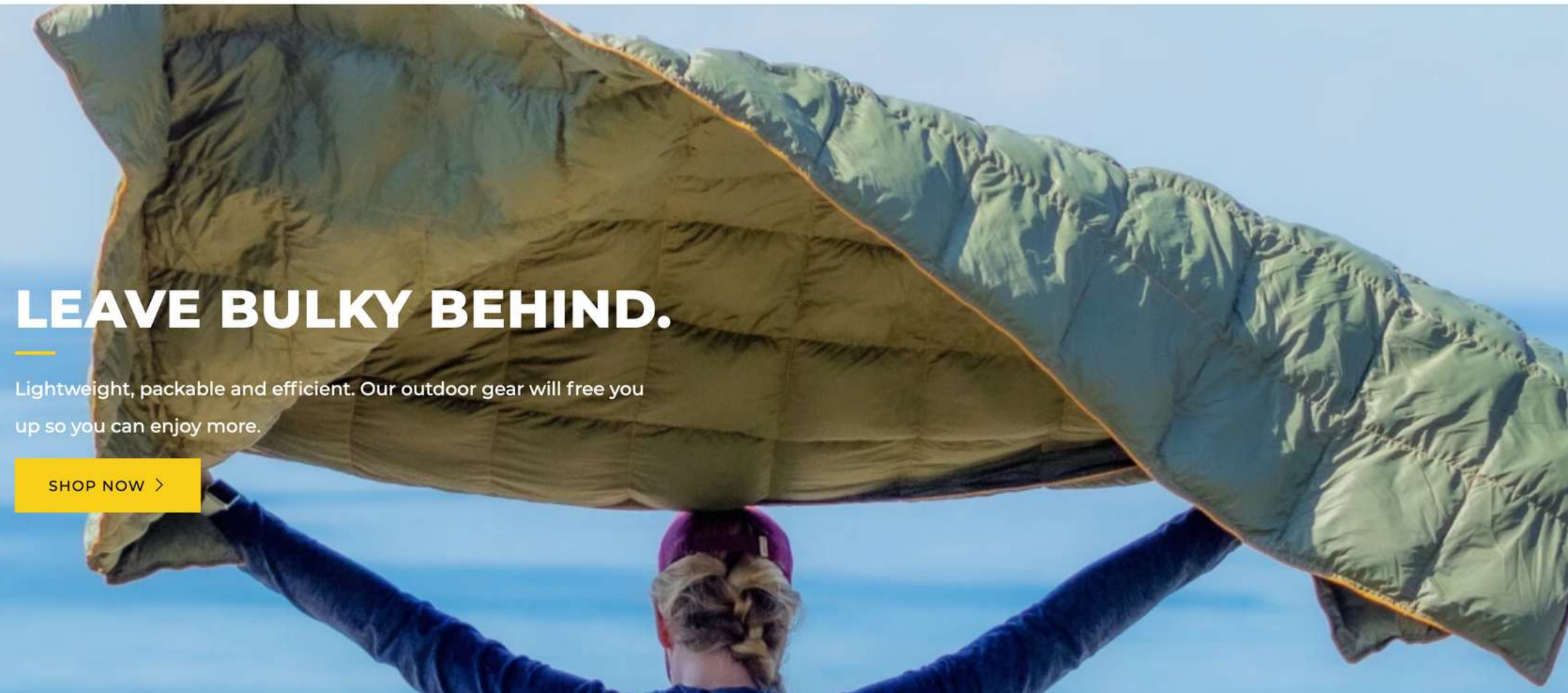
SMART OUTDOOR GEAR FOR HAPPY ADVENTURERS.

You don't have to sacrifice comfort on your next outdoor adventure.

[SHOP NOW >](#)

HOMEPAGE AFTER

Free USA Shipping On All Orders Over \$50! (Excludes HI/AK)



LEAVE BULKY BEHIND.

Lightweight, packable and efficient. Our outdoor gear will free you up so you can enjoy more.

[SHOP NOW >](#)

HOMEPAGE AFTER

WE'RE ON A MISSION

We've set out to create intelligently designed outdoor gear to fuel your adventures. Whether ultralight backpacking or camping in your backyard, our products are meant to bring happiness, comfort and joy as you experience the great outdoors.



DOWN PUFFY CAMPING BLANKET

★★★★★ 83 reviews

The perfect balance of warmth, weight, and packability, the Bouffi Blanket is ready for your next outdoor adventure. Sure, at only...

[Learn more](#)

\$64.99

COLOR OLIVE



Quantity



ADD TO CART +



HOMEPAGE AFTER

DOUBLE PUFFY CAMPING QUILT

Whether traversing the backcountry, chatting around the campfire, or just cozying up with your favorite book the Double Puffy camping quilt... [Learn more](#)

\$58.75

COLOR OLIVE



Quantity



ADD TO CART +



HOMEPAGE AFTER

HAPPY CUSTOMERS



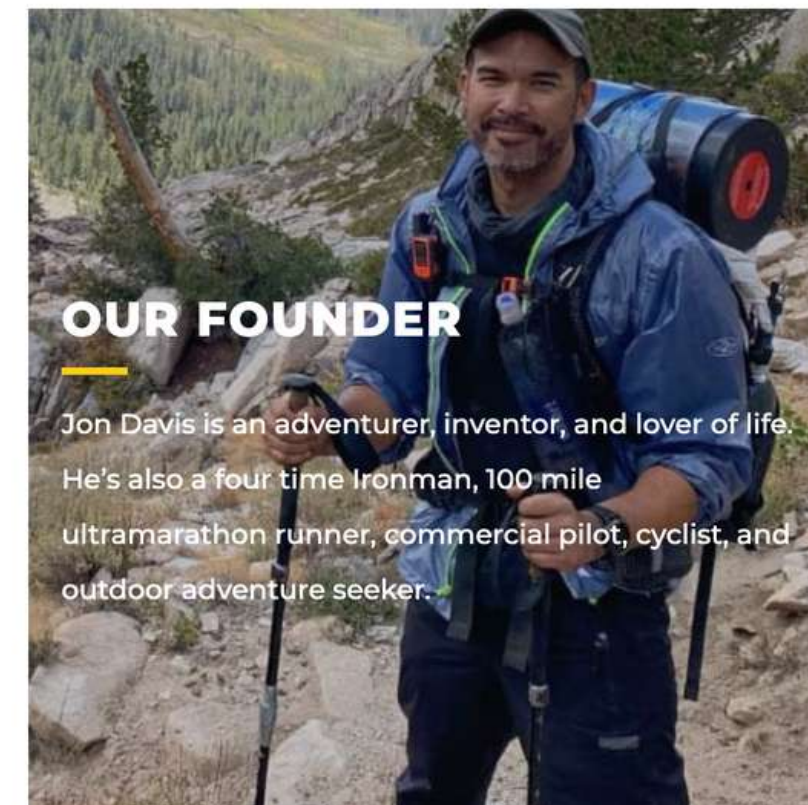
"Super lightweight and kept me warm!"

M. COIN



OUR MISSION

We aim to create simple, elegant, innovate outdoor gear to power your adventures.



OUR FOUNDER

Jon Davis is an adventurer, inventor, and lover of life. He's also a four time Ironman, 100 mile ultramarathon runner, commercial pilot, cyclist, and outdoor adventure seeker.

HOMEPAGE AFTER

BASED IN CALIFORNIA

1640 Sagewood Way San Marcos
California 92078

support@shopgogear.com

(858) 245-9547



BRAND STORYTELLING

Free USA Shipping On All Orders Over \$50! (Excludes HI/AK)



OUR MISSION

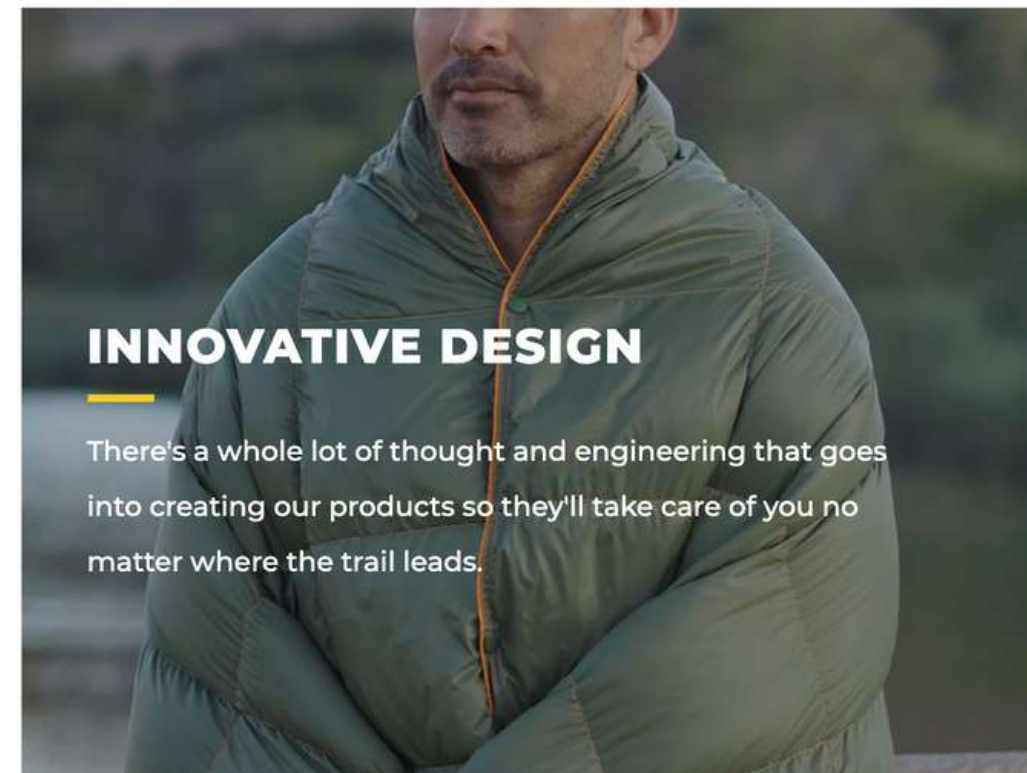
We've set out to create intelligently designed products to fuel your outdoor adventures. Whether ultralight backpacking or camping in your backyard, our products are meant to bring happiness, comfort and joy as you experience the great outdoors.

SIMPLE APPROACH

Our goal is to make it easy for you use to carry and use Get Out Gear products so you can spend more time outside and less time messing around with complicated gear that doesn't work.

INNOVATIVE DESIGN

There's a whole lot of thought and engineering that goes into creating our products so they'll take care of you no matter where the trail leads.



BRAND STORYTELLING

Free USA Shipping On All Orders Over \$50! (Excludes HI/AK)



OUR FOUNDER



OUTDOOR ADVENTURER

Jon Davis felt the call of the wild from a young age and has experienced some of his life's best moments on the trail. He recently completed the JMT and is likely on his next adventure now...

FOOTER BEFORE

Subscribe to our newsletter

Don't miss our emails with exclusive offers, inspiring photos, and epic adventures.

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FOOTER AFTER

NEWSLETTER

Be first to hear about new products, swag and epic gear to fuel your outdoor adventures.

SUBSCRIBE >

CONTACT

support@shopgogear.com

(858) 245-9547

1640 Sagewood Way

San Marcos California

92078 United States



MENU

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FOR HAPPY ADVENTURERS

From ultralight backpackers to soccer Mom's hosting a backyard sleepover, Get Out Gear is here to support all of your happy adventures.

Spread joy, spread kindness, and get outside :-)



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PRODUCT PAGE BEFORE

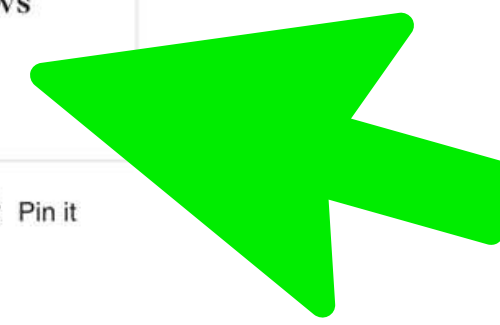


sand, and pet hair allowing you to lay it on dirt, grass, or sand without worry.

Customer Reviews

No reviews yet
Write a review

f Share t Tweet p Pin it



PRODUCT PAGE AFTER

HOME > DOWN PUFFY CAMPING BLANKET



DOWN PUFFY CAMPING BLANKET

\$64.99

★★★★★ 83 reviews

COLOR OLIVE



Quantity



ADD TO CART +



SECURE ORDERING | FREE SHIPPING | 100% SATISFACTION GUARANTEED | EASY RETURNS

Guaranteed SAFE Checkout

VISA | MasterCard | AMERICAN EXPRESS | DISCOVER NETWORK | PayPal

PRODUCT PAGE AFTER



FREE SHIPPING	+
30 DAY EASY RETURNS	+
CARE INSTRUCTIONS	+
PRODUCT SPECS	+
FREQUENTLY ASKED QUESTIONS	+
REVIEWS	+

The perfect balance of warmth, weight, and packability, the Bouffi Blanket is ready for your next outdoor adventure. Sure, at only 17 ounces it's insanely lightweight, and of course it's durable, spill, stain and water resistant thanks to its DWR (double water repellent) coating and nylon shell.

Easy to carry? Yup, we've got you covered there because of it's heavy duty clasp and stuff sack. But the best part is it's warmth! The Bouffi camping blanket's 20D ripstop nylon shell blocks out wind and cold while 650 Fill Power down insulation keeps you cozy and warm inside.

When you're ready to go hands-free simply button up a few snaps and your blanket transforms into a poncho, freeing your hands for tailgating, chatting around the campfire, or cozying up with your favorite book.

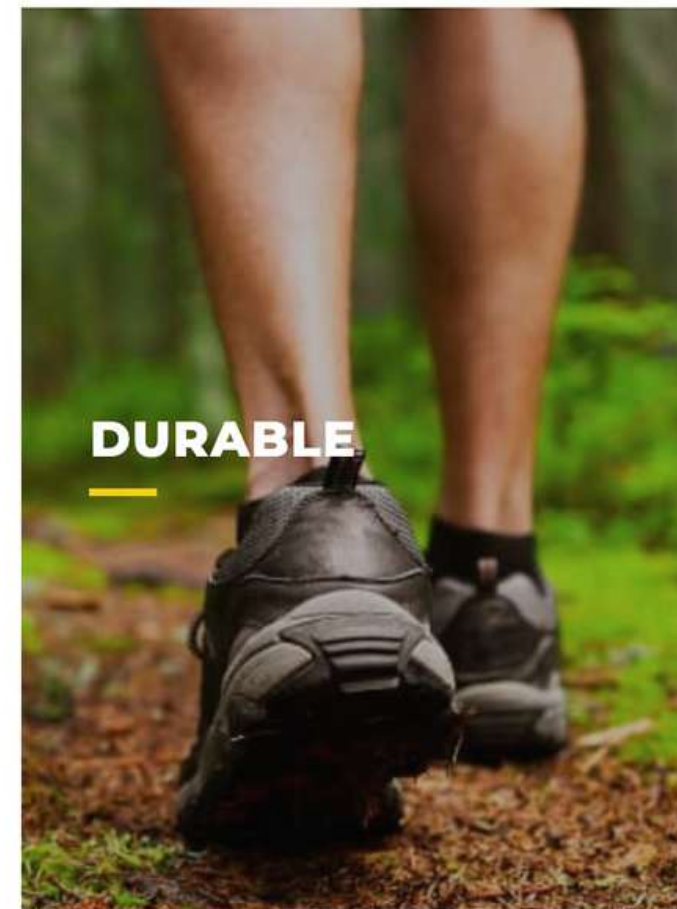
PRODUCT PAGE AFTER



"Winner - you can't beat the price/performance ratio."



FREDERIC



**Do you want to take your e-commerce
to the next level?**

**Contact our team to discuss elevating
your brand.**

hoptastic@brand-hopper.com

