



YOUR SUCCESS IS OUR PRIORITY

OVERVIEW

THE WHO:

Paper Eskimo is an Australia based supplier of deluxe boutique-style paper party products, specializing in everything from designer dessert plates and birchwood cutlery, to stylish cupcakes boxes.

Early in 2015, Paper Eskimo decided it was time to go international, and they set their sights on the American market. However, Paper Eskimo's international expansion came with a twist. Traditionally a wholesale business, Paper Eskimo's American iteration was going to exist entirely online. They had decided to enter the world of eCommerce.

THE NEEDS:

Starting an eCommerce business is an immense undertaking. Paper Eskimo was entering the American market as an unknown company with zero brand recognition. They required a fully functioning website integrated with WooCommerce, a multilevel advertising campaign capable of locating and marketing to their target demographic, and a multitude of brand-building assets. We set to work.

“ Making the transition into the world of eCommerce was a larger undertaking than we could have ever imagined, and it is an undertaking that would not have been possible without Helix House. The best part has been seeing all of the hard work pay off with our consistent month-to-month growth. It makes me excited to see what the future holds for Paper Eskimo and Helix House.

-Joanna

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THE WORK

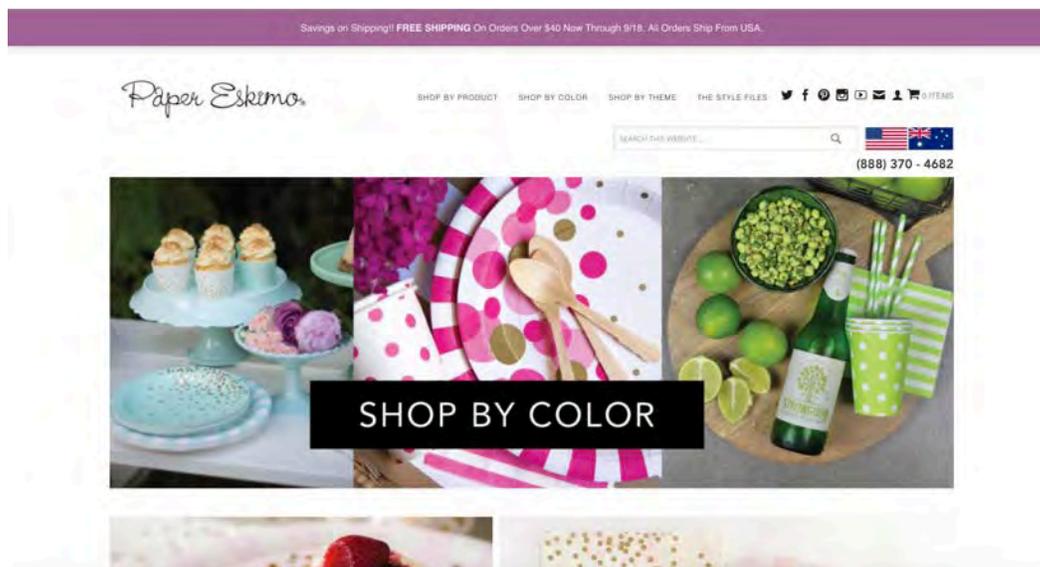
We began our work with Paper Eskimo with an exercise we have indulged in many times before – by deliberately misreading Friedrich Nietzsche’s Beyond Good and Evil. Honoring the modern approach to critical analysis, we will dispense with context and turn directly to the only line we care about from Nietzsche’s prodigious work. Don’t worry, this will all make sense in a bit.

When you gaze long into the abyss. The abyss gazes also into you.

What else is the internet, if not a manifestation of the abyss? It is boundless, depthless, uncaring, unfeeling, bewildering, terrifying, and incomprehensible. It is also the place Paper Eskimo set out to build a business. And they were not alone.

Estimates regarding the number of extant eCommerce sites vary by orders of magnitude. That is, they range from somewhere in the 100,000s to the 10,000,000s. Essentially, there are a ton of them. To be successful, Paper Eskimo was going to need to stand out.

And stand out they did. We built Paper Eskimo a bold website focused on simplicity, intuitive design, and ease of use. You can check it out for yourself at papereskimo.com.



Now that we had a website that existed somewhere on the Internet (the abyss), we needed to direct traffic to it, we needed customers (it was time let the abyss know we were here). To find these customers and to secure traffic, we built numerous marketing campaigns across a wide range of platforms (we gazed long into the abyss, just to see who gazed back).

Finally, we focused on building up Paper Eskimo as a trusted and desirable brand. To accomplish this our strategy incorporated blog writing, social media campaigns, and email marketing.

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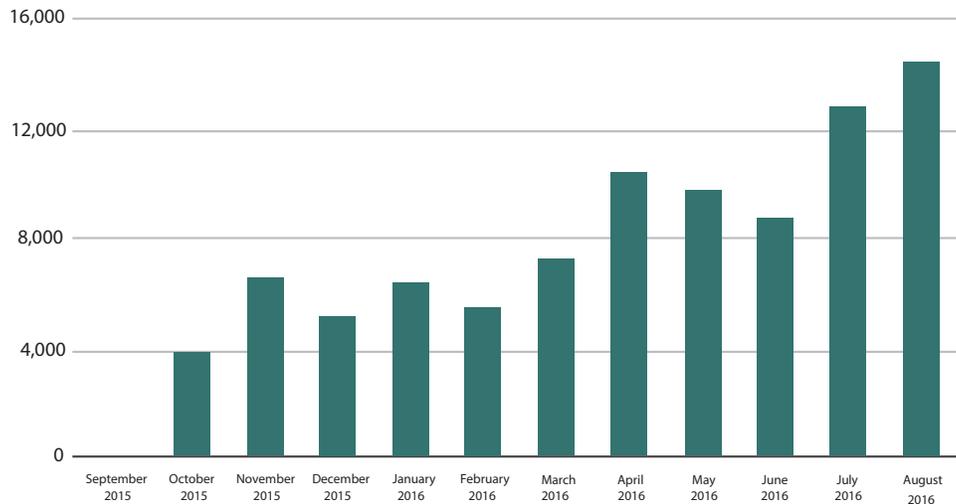
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THE RESULT

Or as we like to call it, The Wild Success. As we discuss the results of Paper Eskimo's partnership with Helix House, we will dispense with the rhetoric and storytelling, and turn to the data, which commences upon the launch of the website in October, 2015.

PAGE VIEWS PER MONTH



	2015 (Oct-Dec)	2016 (Jan-Aug)	11 month improvement
New Visitors:	11,394	53,613	34% Growth
Returning Visitors:	4,084	21,076	38% Growth
Pages/Sessions:	2.13	3.44	62% Improvement
Page Views:	32,954	257,204	62% Growth
Duration:	1:11 (71 seconds)	2:18 (138 seconds)	94% Improvement
Bounce Rate:	75%	52%	31% Improvement

As we have discussed, the first task upon launching the website was to gain traffic. The first month the Paper Eskimo website was live, it received just over 4,000 visitors. By August, 2016, the website was receiving over 14,000 unique visitors per-month.

Additional metrics show that average time on-site increased by 94%, and that bounce rate declined by 23% (or improved by 31% - numbers, am I right?!).

As we spent time with the marketing campaigns, reading and responding to analytics, we not only increased overall traffic, but we dramatically improved the quality of the traffic. Refinement of the marketing campaigns brought visitors who were more interested in the site, and who were eager to engage with it.

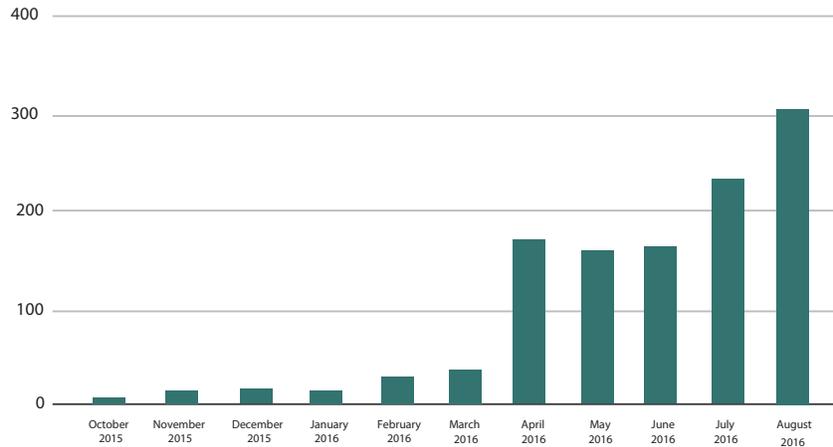
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Now you may be thinking, this is all very well and good, - traffic is great, I love traffic, I am all about traffic, but how about sales? After all, if you are not converting, all the traffic in the world is useless. It's all about the \$\$\$. Let's look at our orders.

NUMBER OF ORDERS PER MONTH



The beginning was slow for Paper Eskimo, which is one of the primary problems with building a new eCommerce brand. However, through a lot of smart, hard work, Paper Eskimo's brand began to gain traction (The abyss began starting back. It locked eyes with our piercing baby-blues and we haven't turned away since).

We could tell you that orders increased by 551% (!!) from October to August, but that is a bit of a nonsense number considering where things started. Instead, let's look at the month-to-month improvement from June to July (52%), and July to August (31%) to see the business's steady growth.

It wasn't just the quantity of orders that increased dramatically over time. Our primary metric for success was total sale value, or gross monthly sales. And what do you know, other than a small blip during May and June during which Paper Eskimo ran out of inventory for many leading products due to high sales volume, gross sales saw significant month-to-month increases as well.

January-February	99%
February-March	63%
March-April	364%
April-May	-3%
May-June	-13%
June-July	85%
July-August	20%

CONCLUSION

In 2015 worldwide ecommerce accounted for \$24 TRILLION in retail spending. Trillion with a T. The eCommerce market grew by 6.6 percent internationally from 2014 to 2015, and projections for future growth are very optimistic. Clearly, there is a lot of money flying around online, the trick is getting your hands on some. By partnering with Helix House, Paper Eskimo has gotten their hands into a very lucrative honey pot, and when eating from such a rich pie, even a small slice has great value.

If you can forgive us for bad mixed metaphors, and are interested in learning more about Helix House, we would love to hear from you. We are always interested in partnering with passionate people, who care deeply about what they do, and are hungry to grow their businesses.

To learn more, visits helixhouse.com.

We look forward to hearing from you.

