

# Creative Marketing and Optimization Turns Blog Readers To Product Buyers

**BAMBOO SMARTPADS** - MARKETING CAMPAIGNS & OPTIMIZATION

## CONVERTING READERS TO CUSTOMERS

Wacom unlocks the power of human creative potential with digital tools that make the world a more creative place. Bamboo, the brand's consumer line of smartpads, bridges the gap between paper and digital to help knowledge workers create more and be more mindful and productive at work. Bamboo markets to a passionate and educated global audience with very specific needs and expectations.



**Content Marketing**



**Experience Design & Optimization**



**A/B Testing**

## OPTIMIZING THE BLOG EXPERIENCE

Wacom maintains an active blog for the Bamboo community, leveraging high-value content to educate and inspire customers, and raise product awareness through targeted search strategies. Working with roboBoogie for an experience audit, an untapped revenue path was revealed. Though content consumption was high, the blog lacked a direct path to learn about and purchase products. Embracing the opportunity to increase product sales, the Bamboo team engaged roboBoogie to create an optimized blog experience.



## ACCELERATING PURCHASE INTENT

roboBoogie implemented an eight month optimization and data-backed design strategy, resulting in an unprecedented increase in engagement and product sales. Three seamless landing page experiences were created to align with content tracks and bridge highly searchable content topics (Life Hacks, Mindful Meetings and Productivity) with key Bamboo product benefits. Blog functionality was enhanced to integrate shoppable images and provide more actionable product references within blog posts, with roboBoogie running additional A/B test campaigns to further amplify purchases and conversions. Ultimately, this work significantly exceeded Wacom's marketing goals and increased the blog's conversion rate by 625% - representing nearly 35% of the total Bamboo sales through Amazon for the campaign duration.

## RESULTS

▲ **625%** Improvement to ecommerce conversion rate

▲ **703%** Increase in blog subscribers

“Wacom brought the product (Bamboo smartpads) and roboBoogie brought the technical and creative expertise. Through this partnership, we've improved countless people's workdays with smart marketing. The numbers tell the success story.”

**Melissa Ashcraft**, Global Director of Marketing Communications

## GET IN TOUCH



Contact us to discover exactly how our Optimization Task Force achieved these numbers.  
[hello@teamroboBoogie.com](mailto:hello@teamroboBoogie.com) | 503.564.8478



# roboboogie

---

**web:** [teamroboboogie.com](http://teamroboboogie.com)

**email:** [hello@teamroboboogie.com](mailto:hello@teamroboboogie.com)

**phone:** 503.564.8478