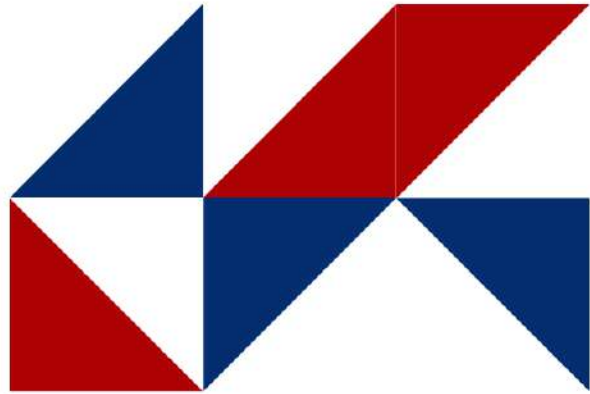




Case Study: Boulder Fountain



Multi-Channel Digital Plan for Leading National Garden Retailer



▶ CLIENT

- Boulder Fountain in Madison, VA, builds and installs custom backyard fountains and firepits. They create stunning garden & landscape features and ship nationwide.

- They came to us to take over every element of their digital campaigns: SEO, Google Search Ads, Display Ads, YouTube Video, and more.

- We have partnered with Boulder Fountain since 2020, as one of our longest running client success stories.

▶ KEY RESULTS:

- **National SEO:** 40 keywords on Google Page 1. 16 keywords on Bing Page 1.
- **Google Ads:** 5,000+ search clicks per year.
- **Brand Awareness:** 800K+ Display Impressions per year. 250K+ YouTube video views.
- **Key Customer Actions:** 382% increase in Google actions (clicks, directions, calls, 2022 vs 2021).
- **Overall Website Traffic:** 117% increase 2022 over 2021.