

CLIENT

Hildon

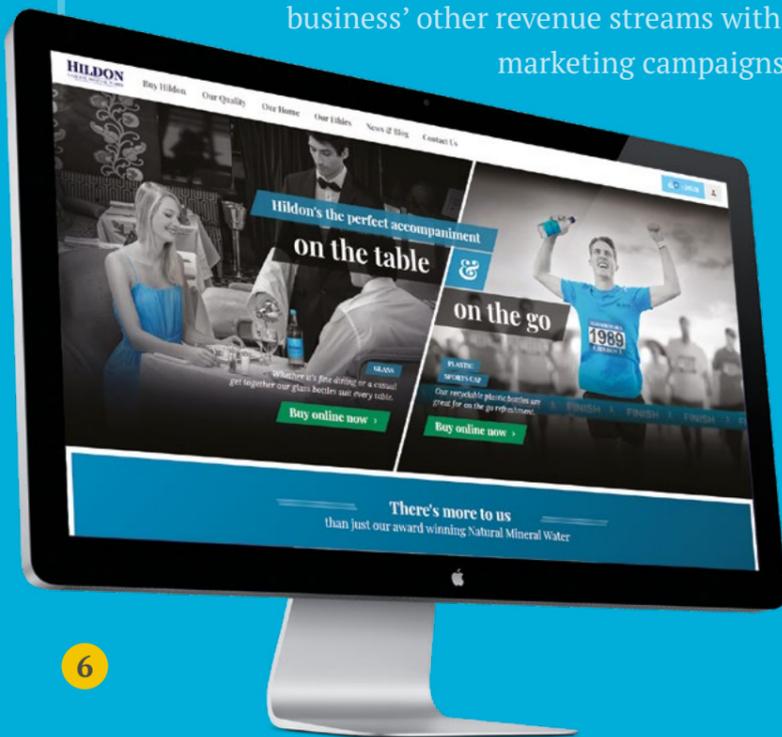
 England's finest natural mineral water

Award winning purveyors of natural mineral water. Delivering a refreshing, entirely natural experience to The Royal Household, Guards Polo Club, Royal Albert Hall, and many more Hildon drinkers worldwide.

THE BRIEF

Over the years we've worked on a lot of projects for Hildon. Our main focus, however, has been on improving their e-commerce website.

The key goal has been to drive growth and increase online home delivery orders whilst supporting the business' other revenue streams with digital marketing campaigns.



OUR APPROACH

The old Hildon website was hard to use and looked very dated. We gave it a fresh look, whilst remaining true to the brand's values and heritage, with a bolder colour palette, refined typography & stunning photographs.

We also removed the old, cumbersome e-commerce platform, replacing it with the adaptable, customer-focused *WooCommerce* - allowing us to build a truly bespoke website that met all the business' requirements.

Using customer feedback and analytical data, we continued to tweak the website: adding micro-interactions for a slicker experience; simplifying the site by removing clutter; and eliminating customer pain points for happier users and to, ultimately, increase sales.

Looking to expand on the range of products they offer, Hildon prepared to launch a new service where customers could design their own labels: ideal for special occasions, such as weddings.

The all-new *Hildon for your special day* range required us to design and develop a bespoke label builder on the website - where customers could craft the perfect bottle for the most special day in their lives.

We're very happy with the work Mangopear creative have produced for our website & brand. They've worked incredibly hard to improve our website – with sales increasing more than 44%.

They continue to impress us with their skills more than four years after we started working together.

Debbie Jones
Executive Director, Hildon

THE RESULT

We received a lot of positive feedback about the revamped Hildon website following its launch - not just from the Hildon team but from their customers too.

Following the launch of the new Hildon website in late 2015, the e-commerce conversion rate more than doubled from 1.8% before launch to 4.2% within two months!

Over the years, our diligent work improving the website has meant the conversion rate rose to 6.2% resulting in a 44% increase in revenue! **Now that's a success!**

