

CASE STUDY

Accelerating eCommerce Growth Through AI-Powered Funnel Optimisation



Cusheen required a more effective way to convert online visitors into customers across its growing eCommerce operation. Whilst traffic was being generated through multiple channels, the customer journey lacked cohesion, creating friction between discovery, consideration and purchase.



351%

Revenue Growth



5x

Increase in Organic Traffic

The Challenge

As an expanding eCommerce brand, Cusheen needed to maximise the value of every visitor arriving at its online store.

Traffic was being generated through multiple sources, but SEO activity, email marketing, product visibility and paid acquisition campaigns were not fully aligned. This fragmented customer journey created drop-off points that impacted conversion rates and restricted revenue growth.

The Solution

Mr Digital engineered an integrated Funnel Ads strategy designed to connect every stage of the customer journey into a single performance-driven revenue engine.

By combining technical SEO improvements, AI-enhanced audience analysis, lifecycle email automation and high-intent Google Ads campaigns, we created a synchronised acquisition and conversion framework. AI-powered performance monitoring helped identify customer behaviour patterns, optimise campaign performance and highlight opportunities to reduce friction throughout the purchasing journey.

This holistic approach ensured every interaction moved potential customers closer to a purchase whilst providing greater visibility across the entire sales funnel.



"Mr Digital helped transform our digital marketing into a joined-up strategy that delivered measurable growth across both traffic and revenue."

**Marketing Lead –
Cusheen**