

# Case Study: Pure Addiction

**PURE**Addiction  
YOUR FASHION FIX

We initially re-designed and upgraded Pure Addiction's old ecommerce store to a brand new feature rich platform. That was a few years ago and since then they have grown fast, bringing a high quality online shopping experience and fashionable products to shoppers all over.

In addition to helping maintain Pure Addiction's online properties, we are constantly working with the client to increase sales and build a better customer shopping experience.

Past marketing campaigns and content include:

- Regular online promotions and contests
- Interactive Flash "Magazine Style" brand lookbooks
- Online social product marketing tools such as Facebook "Like" buttons, a dynamic Facebook store and "Share This" product tools for increased viral marketing capabilities
- Product photo "roll-over magnification windows" for better product viewing
- Single page checkout process
- Customer product reviews and more!

