

CASE STUDY:

SOCKWELL SOCKS ECOMMERCE CAMPAIGN

Sockwell set out to redefine therapeutic socks by combining wellness-driven benefits with bold design and modern style. When the brand was ready to launch its first direct-to-consumer ecommerce platform, Sockwell partnered with evok to build a scalable digital foundation that could drive awareness, revenue, and long-term growth while maintaining disciplined performance benchmarks.

Evok developed an integrated ecommerce and media strategy focused on attainable KPIs, full-funnel visibility, and measurable return on investment. Starting with brand awareness and progressing to conversion optimization through SEO and paid media, our team helped Sockwell successfully enter the D2C marketplace, surpass revenue projections, and deliver strong ROI through data-driven execution and continuous optimization.

SockWell



INDUSTRY
PACKAGED GOODS

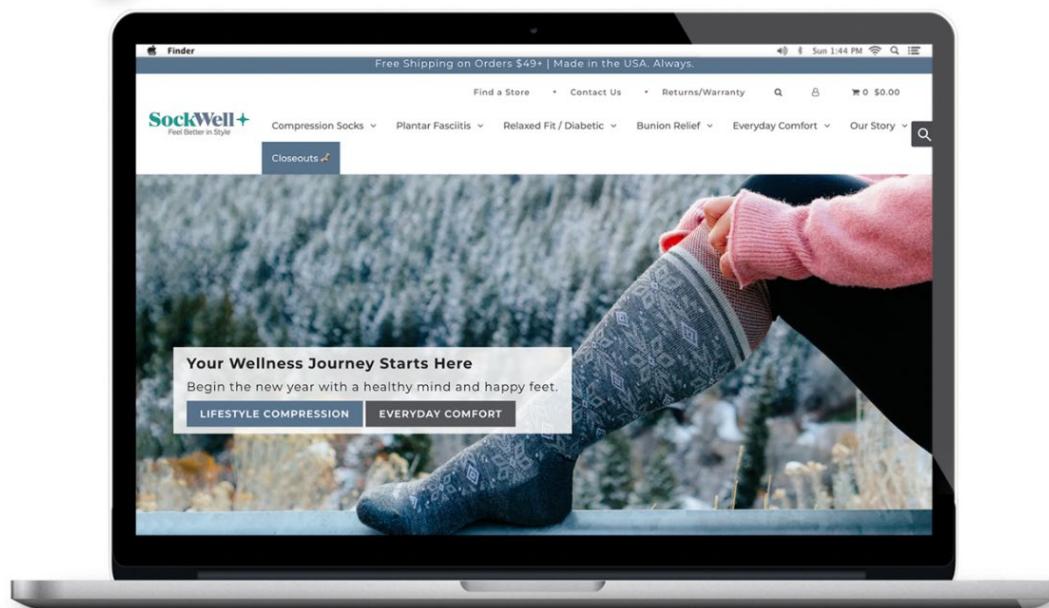


AUDIENCE
HEALTH & WELLNESS CONSUMERS
STYLISH SHOPPERS
D2C E COMMERCE SHOPPERS
PERFORMANCE ORIENTED BUYERS



CATEGORY/TACTICS
FULL MEDIA STRATEGY
SOCIAL MEDIA
BANNER & DISPLAY ADS
THOUGHT LEADERSHIP CONTENT
PPC CAMPAIGNS
SEO AND REPORTING

CASE STUDY: SOCKWELL SOCKS



Website

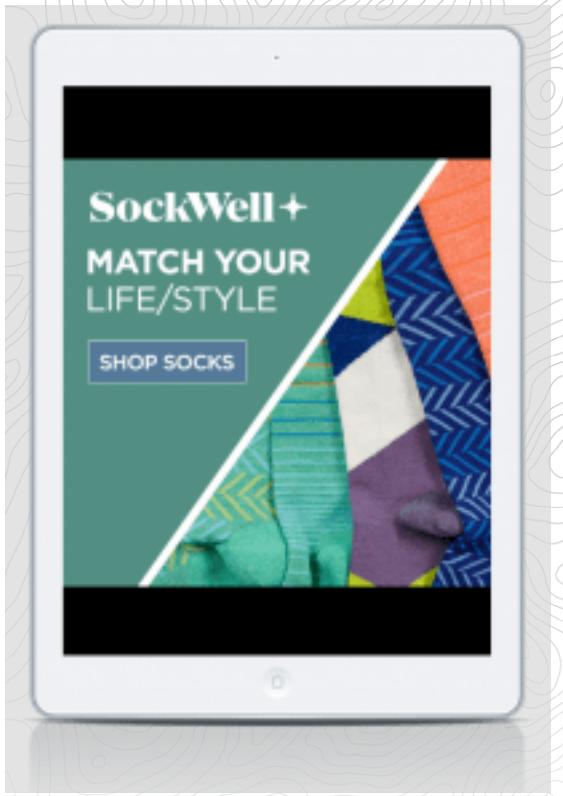


IDEAS.

Solution-based sock company Sockwell reinvented therapeutic socks to encompass vibrant colors and abstract designs, all in pursuit of its mission to help people feel better in style.

With the task to launch Sockwell's first eCommerce website, our team set a goal to create attainable KPI projections for a full calendar year while maintaining at least a 1:1 ROI.

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Display Ads



WORK.

Our agency developed an integrated marketing plan with monthly forecasts based on ad spend and Sockwell's sales goal. With no historical D2C sales data to work with, we started by building brand awareness through social media, banner ads, blogs and PPC ads optimized for impressions. After 90 days, we had adequate audience analysis data for persona development and were able to shift our digital strategy to focus on optimizing conversions.

Our SEO and PPC teams worked collaboratively to identify and segment keywords and key terms into paid search and organic categories based on share of voice and competitive spend, with a focus on further improving Sockwell's ranking and traffic volume, leading to a significantly improved ROI by year end.



RESULTS.

\$827,132

annual gross revenue,
surpassing client goals and
agency projection

4.3:1 ROAS

SEO delivered,
surpassing goal of 2.5:1

2.4:1 ROI

SEO delivered,
surpassing goal of 1.4:1

KEY TAKEAWAYS

- Launching Sockwell's first ecommerce platform required a full-funnel strategy that balanced brand awareness with clear performance and ROI benchmarks.
- An integrated SEO and paid media approach enabled evok to build demand efficiently, then shift focus to conversion optimization once sufficient audience data was established.
- Data-driven keyword segmentation and ongoing optimization improved visibility, traffic quality, and return on ad spend across digital channels.
- The ecommerce launch exceeded performance goals, generating more than \$827,000 in annual revenue while surpassing projected ROAS and ROI targets.
- Evok's disciplined, KPI-led approach proved that performance marketing and brand storytelling can work together to drive sustainable D2C growth.