



# CASE STUDY



## Significant Increase of In-Store Sales and Online Click-Through Rates



### SITUATION

To succeed in today's highly competitive retail and online marketplace, home appliance manufacturers like Speed Queen must distinguish themselves over the competition - thereby driving women to purchase.

Speed Queen earned the Women's Choice Award designation as America's Most Recommended Luxury Washer & Dryer.



### SOLUTION

Speed Queen products are sold through retailers across the country. In order to distinguish their products from the competition, they created web banners promoting themselves as a Women's Choice Award brand and "America's Most Recommended Luxury Washer & Dryer". To further promote their award as America's Most Recommended Luxury Washer & Dryer with consumers, Speed Queen added retail signage to their machines in 2015.

Additionally, they conducted multiple training sessions at their sales conferences with Delia Passi, CEO of Women's Choice Award, to train their sales team on how to leverage the WCA in their conversations with women and couples.



### SUCCESS

The combination of internal trainings and external promotions at retail resulted in **an increase of over 40% in sales over the prior year**. Speed Queen saw an immediate **12% increase in click-through rates** and greater sales from the retailers that had the banners on their website, versus those that did not.

To learn how we can support your success, please call (954) 922-0846

or email [info@womenschoiceaward.com](mailto:info@womenschoiceaward.com)