



**GARNER AGENCY**



# CLIENT HISTORY

---

We have been lock step with Wren & Ivy since their inception. They came to us because of our 20+ year history helping brands become successful, especially in the outdoor market. They knew that we were not your run of the mill marketing agency, we understand the outdoor market we'd say, because we are their market. We are a group of passionate outdoorsmen who are marketing/technology specialists.

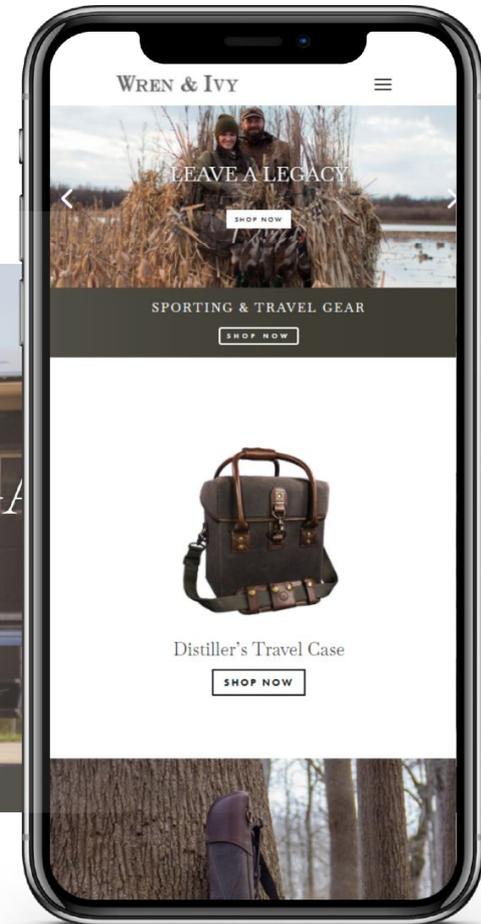
We have been instrumental in their product development and design, branding, strategy, website development, SEO, content production, videography, photography, digital marketing, public relations, media buying & placement for print & broadcast, email marketing and loyal brand ambassadors.

# WEBSITE & E-COMMERCE

# WREN & IVY

Wren & Ivy is powered by Wordpress & WooCommerce. We have integrated multiple plugins and built the Wren & Ivy site to fit the wholesale & retail requirements. Wren & Ivy has been client for over 5 years, and has been through many phases regarding technology. We were able to adapt the site and it's processes along the way, the most recent effort was a total rebuild that's core purpose was to increase conversions and improve UI/UX. It also gave us the opportunity to improve the brand's portrayal to better fit multiple markets outside of the hunting industry.

WREN & IVY



# EMAIL MARKETING

Email marketing is a corner stone in Wren & Ivy's marketing strategy, nearly a **million** total emails were sent in 2020 with an average open rate of 14% and an average click rate of 6%.

978,418 SENDS  
IN 12 MONTHS

14% OPEN  
RATE

3.41% Conversion  
Rate

# WREN & IVY

NEW GEAR FOR 2020

## WREN & IVY

SPORTING

TRAVEL

GEAR



### SIX BOTTLE TRAVEL BAR

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.



# SOCIAL ADS

---

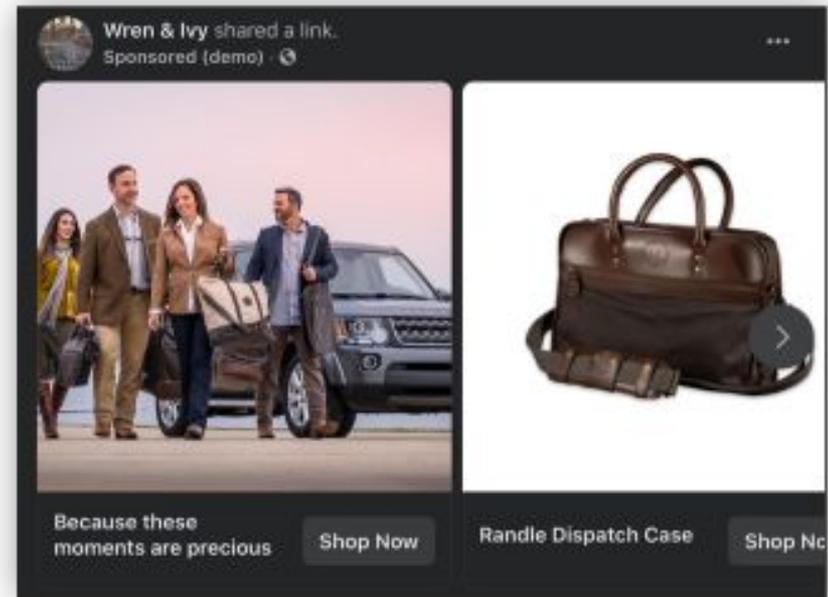
# WREN & IVY

We implement multiple tactics and strategies while building our target audiences, and executing our ad placements, design, and layouts.

We know that it takes multiple impressions to turn an impression into a conversion. We use detailed targeting and remarketing strategies which proves successful in converting sales.

**OVER 5.3  
ROAS**  
(Return on Ad Spend)

**OVER 5,000  
CLICKS**



# GOOGLE ADS

---

Google Ads has grown into a critical aspect of Wren & Ivy's growth plan, not only are they gaining a large amount of impressions but their return on ad spend is now optimized to scale at a significant margin.

**OVER 4.83**  
**ROAS**  
(Return on Ad Spend)

# WREN & IVY

