

gloworm™

# Lighting the Way to Record Sales

See how Pixi Digital helped Gloworm Lights double their sales in New Zealand, Australia, Canada and the United States.

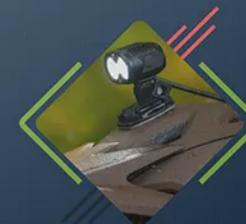


See More Success Stories

gloworm™ pixi digital

## Lighting the Way to Record Sales

Gloworm teamed up with Pixi Digital almost eight years ago to boost performance, achieving a 310% increase in goal completions, a 350% lift in organic conversion rate.





## The Results

The result was a scalable, multi-channel strategy that consistently reached the right riders, in the right markets, at the right time, maximising returns in a seasonal, niche market.

Since working with Pixi, Gloworm Lights saw a 316% increase in goal completions, a 360% lift in organic conversion rate, and more than doubled annual sales across New Zealand, Australia, Canada and the United States.



**2x**

Doubled Sales



**35+**

Countries Served Worldwide



**360%**

Improvement in Organic Conversion Rate



**316%**

Increase in Goal Completions



## ✔ About Gloworm Lights

**Gloworm Lights** was founded in New Zealand with a mission to create some of the [world's best mountain bike lights](#). Built for performance, durability, and rider experience, Gloworm lights are trusted by mountain bikers globally, from weekend warriors to elite athletes, and have been featured in leading publications like Red Bull. Every product is engineered to handle the most demanding conditions, with a focus on innovation, quality, and rider safety.

 If you're looking for powerful, reliable MTB lights, explore the [Gloworm lights range](#) and see why riders worldwide trust them to light the way.

## ✔ The Challenge

Gloworm Lights approached Pixi Digital over eight years ago, feeling their previous agency didn't truly understand their goals. They weren't after just another ad agency; they wanted a [digital growth partner](#) who could scale across platforms, expand global reach, and drive sales worldwide. That's where Pixi Digital stepped in.



Best for versatility



One of the Best



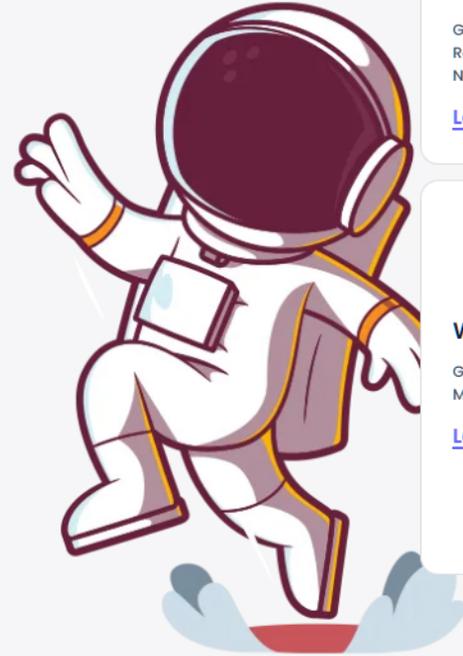


# The Digital Strategy

At Pixi Digital, we began by identifying the unique challenges of Gloworm's market. While cycling participation is high, only a fraction of riders are potential customers for Gloworm's premium lights, serious mountain bikers and dedicated night riders. **This meant every marketing dollar had to be laser-focused on the right audience to achieve a sustainable ROI.**

*We conducted a full review of their existing digital activity to uncover gaps in targeting, messaging, and channel performance. From there, we built a strategy to reach high-intent riders across the globe, not just in New Zealand, ensuring campaigns aligned with seasonal demand in both hemispheres.*

Our approach combined advanced audience segmentation, platform-specific creative, and data-led bidding strategies to capture riders in peak buying cycles. We layered this with a [global SEO plan](#) to grow organic visibility for competitive product and brand search terms, reducing reliance on ads during off-peak months.



## Google Ads

Google Search Ads, Remarketing & Display Network, YouTube Ads

[Learn More](#)



## Search Engine Optimisation (SEO)

Keyword Research, Keyword Strategy, On-Page Optimisation, Content Marketing, Local SEO, Technical SEO, Copywriting

[Learn More](#)



## Web Analytics

Google Analytics, Google Search Console, Google Tag Manager

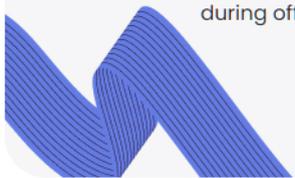
[Learn More](#)



## Google Merchant Center

Google Shopping Ads, Free Listings for Products

[Learn More](#)



## Client Testimonial



**Bruce Davey**  
Managing Director



From the beginning, the relationship has been easy and driven by successful results. Emma and her team respect our input and listen to our needs. Together we establish our digital marketing plans and collaborate to ensure we are getting the best results. Regular and simplified reporting make decision making fast. It is all possible by efficient communication and responsiveness. Thanks Pixi – keep up the good work.

26 Jul, 2018



# About Pixi

We know our stuff! We want to help our clients get the best out of their **digital marketing!** We know how and we will be there every step of the way!



3+

85+ Year's Experience

*el*

Meet the Team

Our Core Values



Pixi Digital is Trusted By





## Rank higher on Google & attract more customers organically Search Engine Optimisation (SEO)

Have you ever wondered why some websites rank higher than others on Google? Google looks at over 200 factors when deciding a website's position in search results.

Our [expert SEO team](#) knows how to optimise your website best, boosting its organic visibility and helping you **connect with your target customers for lasting results.**



On-Page Optimisation



Technical SEO & Audits



Content Marketing



Local SEO



E-commerce SEO



SEO Copywriting



## Reach more potential customers, faster Paid Advertising (PPC)

With precise targeting and bidding control, [Pay-Per-Click \(PPC\) ads](#) allow you to reach the right audience at the right moment, maximising your business's **Return on Investment (ROI)**.

If you want to grow your business quickly, paid advertising is the key to unlocking new opportunities or testing a new market, product, or service.



Google Ads Management



Meta Advertising



Programmatic Advertising



Connect, engage & build your brand

## Social Media Marketing

[Learn More](#)



Turn visitors into buyers

## Conversion Rate Optimisation

[Learn More](#)

Other services

Email Marketing, Website Design & Development, Looker Studio Reporting, Content Marketing

[Learn More](#)



Your Business is Unique, So Should Be Your Digital Strategy

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