

GIFTBOX
BOUTIQUE

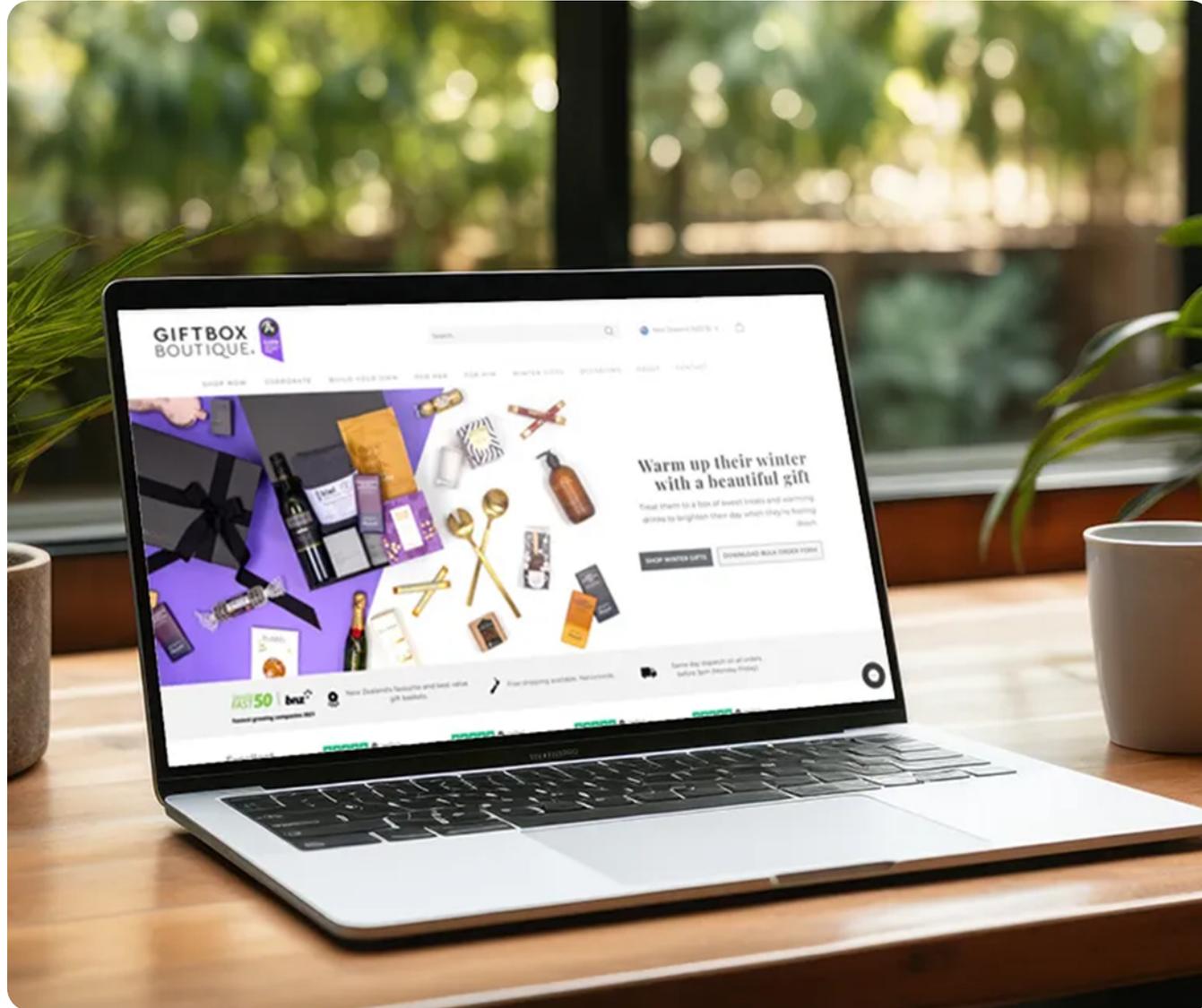
From Garage to the Deloitte **Fast 50**

See how Pixi Digital helped Giftbox Boutique become the leading New Zealand's gift box supplier.



See More Success Stories





The Results

Giftbox Boutique has achieved tremendous success since its inception and partnership with Pixi Digital. The company grew from humble beginnings to become one of New Zealand's largest gift retailers, helping reshape the industry in the process. By popularising the term "gift box" over "gift hamper" or "gift basket," they modernised the way people think about gifting. This case study proves that with **the good idea and the right team, timing, and marketing support**, remarkable growth is absolutely possible.



>880%
Google Ads ROAS



\$ 10,000,000+
Annual Revenue



22,500
Keywords Ranking on Google



>90%
Organic Visibility for Target Keywords



✓ About Giftbox Boutique

Giftbox Boutique is a New Zealand-based online gifting studio offering a curated collection of modern, memorable gifts. Founded by a team with a background in luxury **brand marketing**, the company was created to elevate gift-giving with thoughtfully selected products and elegant presentation. Each gift box features premium items and is carefully packed in sleek, custom packaging: no cane baskets or cellophane in sight.

Whether for personal or corporate occasions, Giftbox Boutique delivers a seamless, stylish experience with a personal touch, making it easy to give gifts that truly impress.

🔊 If you're looking for corporate gifts, check out their range here - [Giftbox Boutique](#).

✓ The Challenge

In a market crowded with traditional cellophane-wrapped and cane basket gifts, founders Andy and Katie saw an opportunity to do things differently. They created Giftbox Boutique, a modern and thoughtfully curated alternative that customers were craving, even if they didn't realise it yet.

With a beautifully curated product and solid systems in place, the business was ready to scale. But breaking through a competitive industry dominated by well-established gifting companies required more than just a great idea. That's where **Pixi Digital** came in, to help sharpen their marketing, increase visibility, and connect with the right audience.



The Digital Strategy

- Giftbox Boutique initially approached Pixi Digital for help setting up [Google Search Ads](#) and Analytics. After a successful start, GBB partnered with us long term to manage and optimise campaigns, focusing on top-performing keywords to maximise visibility and attract high-quality traffic at a lower cost per click.
- Paid ads performed well, but to grow long-term value, we launched a full [SEO strategy](#). Giftbox Boutique quickly ranked for top search terms like "gifts New Zealand" and "Mother's Day gifts," **becoming the most visited gift hamper site in New Zealand and earning us a Semrush Search Award finalist spot** 🏆
- As traffic and revenue increased, we introduced a full [conversion rate optimisation service](#). Despite already strong performance, *our work boosted key actions like corporate brochure downloads by more than 15 times*, proving the power of combining CRO with strong SEO and paid media strategy.



Google Ads

Google Search Ads, Google Shopping Ads, Remarketing & Display Network

[Learn More](#)



Search Engine Optimisation (SEO)

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

[Learn More](#)



Conversion Rate Optimisation (CRO)

Customer Personas, User Testing, Usability Audit, A/B Split Testing, Heatmapping, Landing Page Optimisation

[Learn More](#)



Web Analytics

Google Analytics, Google Search Console, Google Tag Manager

[Learn More](#)

Client Testimonial

“



Katie Gray

Founder



We have worked with Pixi for a little over a year now. Initially for our Adwords campaigns, when we first started we noticed instant results in our businesses conversions. Then we added their SEO services and have seen our results get even better. We are now overhauling our Adwords campaigns and working to continually optimise them. We are an online only business and we have to be sharp with our marketing dollar, they have proven consistently that they know what they are doing and are well worth the investment. I would not hesitate to recommend Emma and the team when it comes to optimising your digital marketing campaigns.

21 Jun, 2017



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

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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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