

WARBY PARKER

Andrew Faber, Emma Zontini, and Lilly Formanek

Introduction

- Warby Parker - Eyewear company
 - Glasses starting at \$95 including prescription eyeglasses, sunglasses, contacts, as well as eye exams.
- “We’ve got your eyes covered”
- Value proposition: “Warby Parker was founded with a mission: to inspire and impact the world with vision, purpose, and style.”
- Buy a Pair, Give a Pair program



Get 15% off your first contacts order >

WARBY PARKER



Locations

Sign in



Home Try-On Eyeglasses Sunglasses Contacts Eye exams

Glasses starting at \$95, including Rx lenses

Website Audit

Shop Women

Shop Men

Try 5 at home for free >



Get 15% off your first contacts order >

WARBY PARKER



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WARBY PARKER



Locations

Sign in



Home Try-On

Eyeglasses

Sunglasses

Contacts

Eye exams



Shop Men

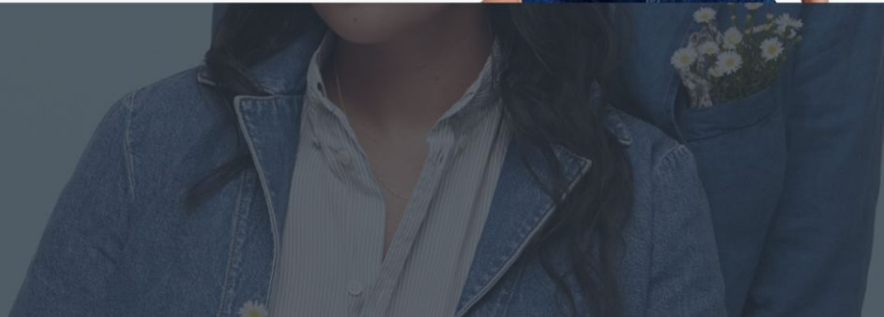


Shop Women

Shop Women

Shop Men

Try 5 at home for free >



☐ Available for Home Try-On

Filter

Search

Staff
pick



Wright



Bromley



Staff
pick



Isla



Staff
pick



Anselm



Raina



Gillian



Conversion Path



Percey

Jet Black Matte



Starting at \$95, including prescription lenses [or 4 payments of \\$24 with Affirm.](#)

Select lenses and purchase

Try at home for free



Percey *Jet Black Matte*



Select a prescription type

Single-vision

\$95

Corrects one field of vision (near, intermediate, or distance)

Progressives

\$295

Correct near, intermediate, and distance fields of vision in one lens so you don't have to switch between multiple pairs

Non-prescription

\$95

Offers style and protection with no vision correction

Readers

\$95

Offer simple magnification for, well, reading (no prescription necessary)



Percey *Jet Black Matte*



Review your selections

With every pair, you'll get free shipping, hassle-free returns, and our six-month, no scratch guarantee

Frame width

Medium

Prescription

Readers (+1.25) \$95

Lens type

Blue-light-filtering +\$50

Lens material

Polycarbonate Free

Subtotal **\$145**

Add to cart: \$145

[Edit selections](#)

Get 15% off your first contacts order >

WARBY PARKER



Locations Sign in



Home Try-On Eyeglasses Sunglasses Contacts Eye exams

Your cart: \$145



Percey

Jet Black Matte

Frame width

Medium

Prescription type

Readers

\$95

Lens type

Blue-light-filtering

\$50

Lens material

Polycarbonate

Free

\$145

- ✓ Includes frame case and lens cloth
- ✓ Free standard shipping and free returns

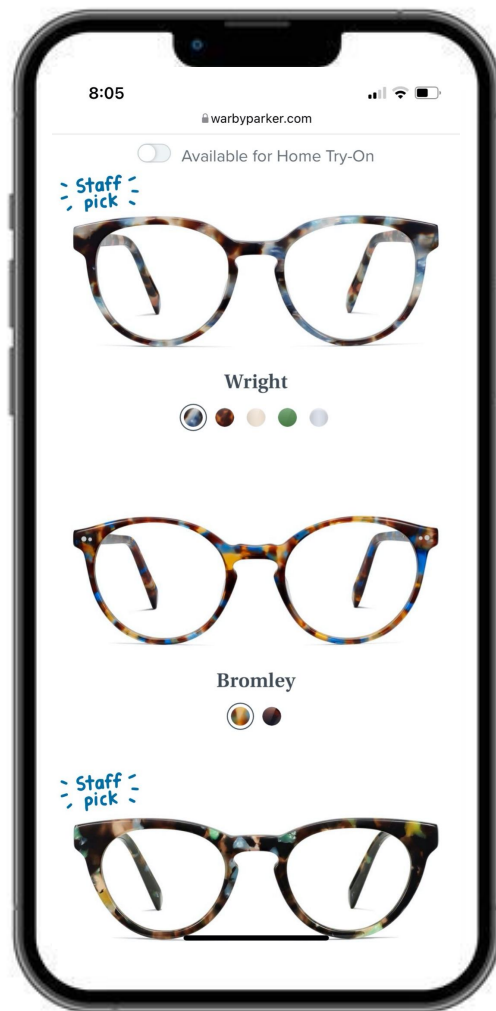
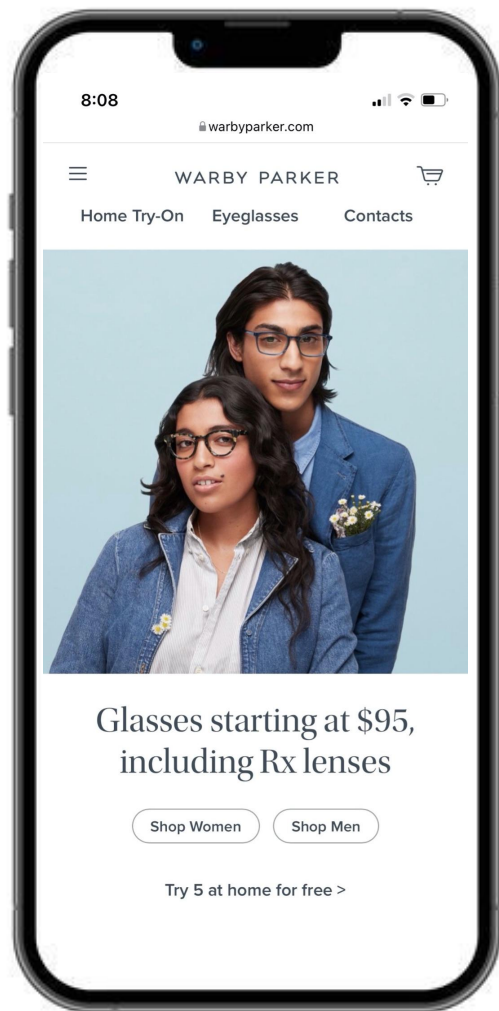
Shipping

Standard: Free

Subtotal

\$145

Next step



WarbyParker.com Traffic Analytics

Visits
Oct 2021 – Mar 2022

26,181,771 ↑30.82%

Unique Visitors
Oct 2021 – Mar 2022

17,004,084 ↑28.82%

Pages / Visit
Oct 2021 – Mar 2022

3.69 ↓14.96%

Avg. Visit Duration
Oct 2021 – Mar 2022

07:52 ↓7.45%

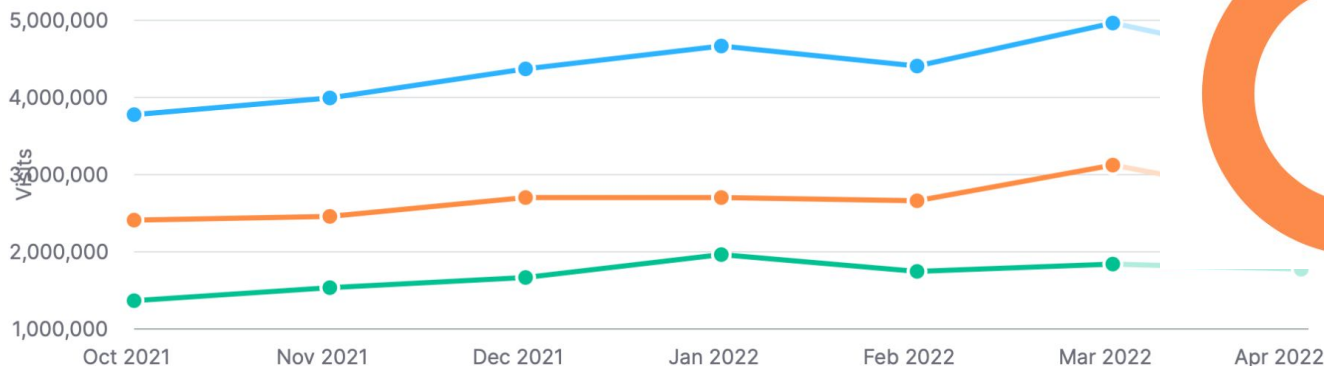
Bounce Rate
Oct 2021 – Mar 2022

47.36% ↓5.72

Trend by **Device** ▾

Export

Visits Unique Visitors Pages / Visit Avg. Visit Duration Bounce Rate Months Quarters Oct 2021



☒ All devices ☒ Desktop ☒ Mobile



Desktop 39%
Mobile 61%

Content Audit

- Warby Parker's content is keyword rich
- Keywords align with digital strategy
- Landing pages offer keywords such as “eyeglasses”, “sunglasses”, “contacts”, etc.
- Content appeals to different buyer personas

Top Keywords 🔥 Trending Keywords

Mar 2022 | ☒ Include branded

online eyeglasses eyeglasses online
prescription sunglasses womens glasses
prescription glasses... eyeglasses mens glasses
clear glasses prescription glasses
glasses store glasses frames blue light glasses
glasses eye glasses men glasses
glasses online eye glasses online
online glasses
order glasses online

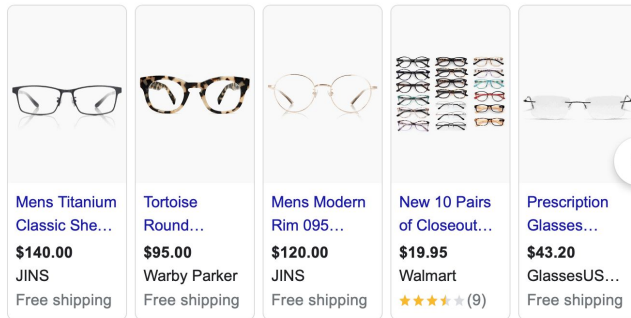
SEO Audit

- Page titles, meta descriptions, and URLs use relevant keywords related to brand
- “Home Try-On” meta description issue
- Images of Warby Parker eyeglasses only show up on search engine when “Warby Parker eyewear” (instead of “Warby Parker”) is searched.
- Images optimized for SEO

Warby Parker eyewear



Ads · Shop Warby Parker eyewear



<https://www.warbyparker.com>

Warby Parker | We've Got Your Eyes Covered

Warby Parker offers high-quality eyeglasses, sunglasses, contacts, and eye exams at an affordable price. Plus, for every pair of glasses or sunglasses sold, ...

Women's Eyeglasses

Prescription eyeglasses starting at \$95. Find a new pair today with ...

Men's Eyeglasses

Men's prescription eyeglasses starting at \$95, including lenses.

Home Try-On

Vintage-inspired prescription eyeglasses starting at \$95 ...

Retail Locations

Visit a store near you. Our stores feature glasses, books and ...

Traffic Sources by Type ▾

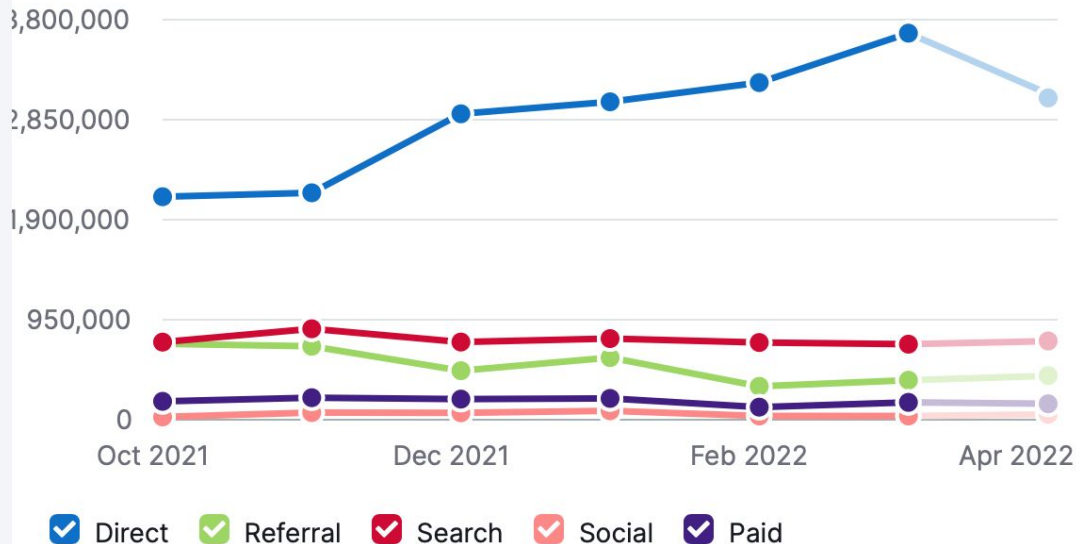
[↑ Export](#)

All devices

Months

Quarters

Oct 2021 – Mar 2022 ▾

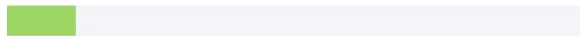
**26,181,766**

All devices | Oct 2021 – Mar 2022

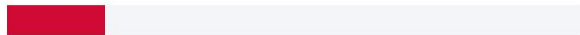
Direct 65.21% 17,074,278



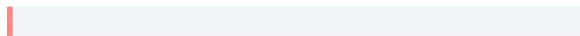
Referral 12.1% 3,166,946



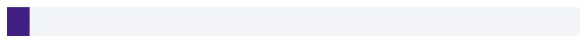
Search 17.42% 4,560,544



Social 1.2% 314,191

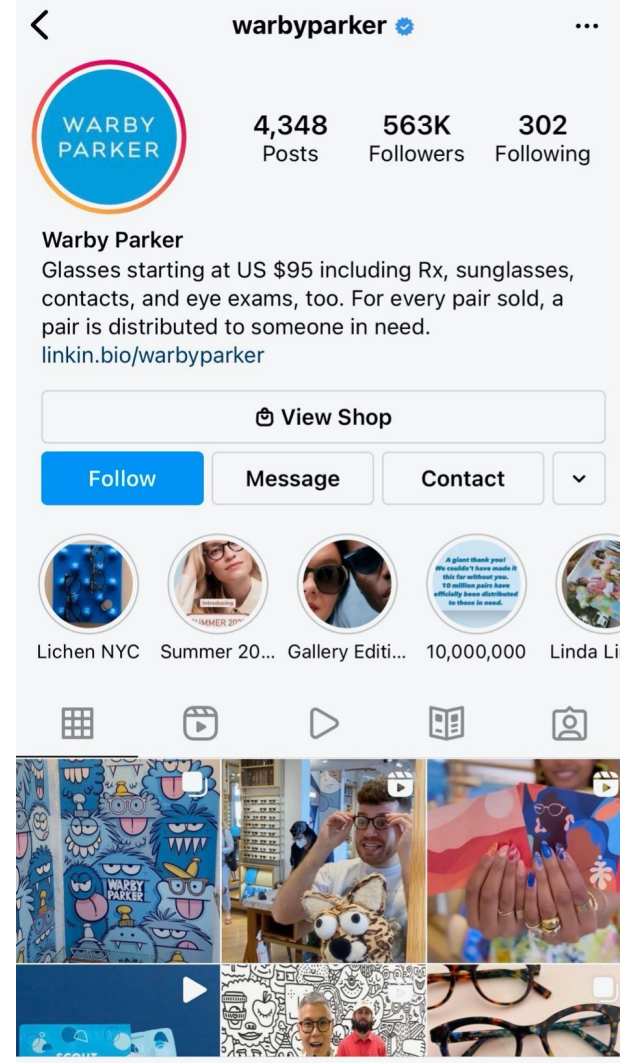


Paid • Google Ads 4.07% 1,065,807



Social Media Audit

- Presence on Instagram, Facebook, Twitter, Youtube, TikTok, and Pinterest
- They partner with unique influencers to reach a broader audience while promoting their eyewear.
- Warby Parker use their social media platforms to promote the success of their Buy a Pair, Give a Pair program
- Relevant hashtags:
 - #WarbyBlue
 - #Wherewedliketoread
 - #Wevegotoureyeson
 - @WarbyBarker





warbyparker • Follow



warbyparker POV: this is your kitchen. What are you making?
#WarbyBlue @studiosambuckley

2w



spirit329 I don't have to make anything. The Jetsons housekeeper Roses already has it ready. 🤖



1w Reply



tannerchoch Ref desk idea????
👁👁👁



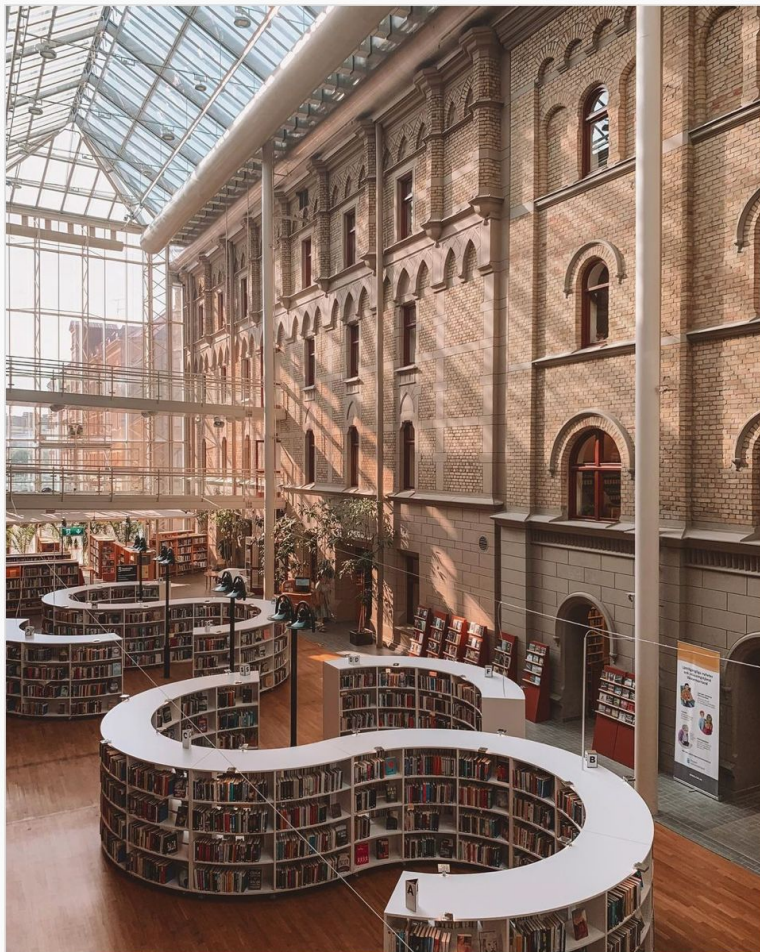
Liked by gavioria2016 and others

MARCH 27



Add a comment...

Post



warbyparker • Follow

Kulturmagasinet



warbyparker #Wherewedliketoread
takes us to this magical library 📖 in
Kulturmagasinet, Sundsvall. 📍:
[@roadplaces](#)

Edited · 22w



lesliecstraka @oprahsbookclub
have you seen this?!



22w 1 like Reply



kylesteed pool curves OK



22w 1 like Reply

View replies (1)



Liked by [sometimes_shewrites](#) and others

NOVEMBER 3, 2021



Add a comment...

Post



warbyparker • Follow



warbyparker To celebrate #EarthDay2021, #wevegotoureyeson @callmeflowerchild! Sally uses her platform to help underserved communities have access to local and national parks, as well as uses storytelling to connect people to nature—go give her a follow to learn more!



Day Job: Project Manager for a Local Government Park Agency



Location: Los Angeles, CA



Passion project: Helping underserved communities have access to the outdoors locally and nationally, as well as using storytelling to connect



Liked by laurendendler and others

APRIL 22, 2021



warbybarker  ...

Message

Follow



Warby Barker

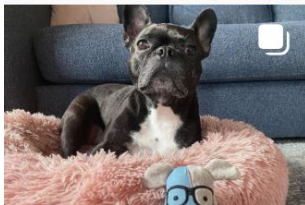
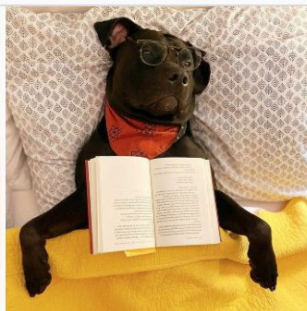
Started by the humans at @warbyparker  

warby.me/375QTdw

1,396
posts

21.7k
followers

1
following





warbyparker ✓

Warby Parker



Follow

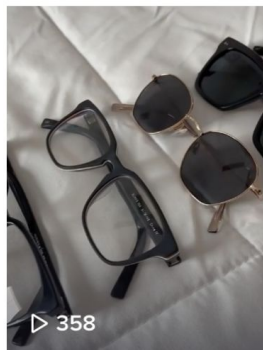
0 Following **100.9K** Followers **190.4K** Likes

Glasses, sunglasses, contacts, and eye exams, too. Buy a Pair 🕶️, Give a Pair 🕶️

warby.me/3pSGnwX | [apps.apple.com/us/app/war...](https://apps.apple.com/us/app/warby-parker)

Videos

🔒 Liked





Warby Parker ✓

[Verified Merchant](#) · @warbyparker

Invested in good

[warbyparker.com](#) · Inspiration from Warby Parker

60.4k followers · 243 following

10m+ monthly views



Follow



Shop

Created

Saved







All Products




Shop



Social Media Audit




- Responsiveness to questions or comments
- Call to actions
- Giveaways or contests



Comments




**mmeyys** Curious if you will bring back Louise in jet black? I love that frame. 🙌❤️
1w 1 like Reply

**warbyparker**  @mmeyys we don't have plans to bring back this frame, but for something similar we'd recommend Daisy or Amelia in Jet Black!
6d 1 like Reply

**detachable.girl** Please consider making a few of these in low bridge fit 😊
1w Reply

**warbyparker**  @detachable.girl Thank you for your feedback! This collection offers our Carlton, Shea, Winston, and Fletcher frames in low bridge fits. 🙌
1w 1 like Reply

**brianna_steele_photography** Please make Percey in confetti tortoise! It's such a cool color combo
1w 1 like Reply

**warbyparker**  Love that idea— we'll definitely pass the suggestion along to our team! 🙌
1w 1 like Reply

Social Media accounts for only **1.2%** of their traffic sources

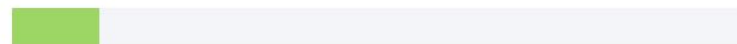
- Warby Parker can increase this percentage by embedding links to their products in photos they post
- Making links to their website more abundant and accessible

All devices | Oct 2021 – Mar 2022

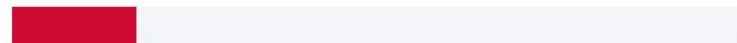
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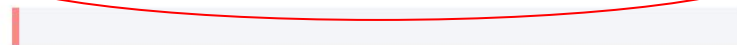
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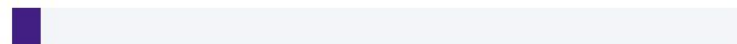
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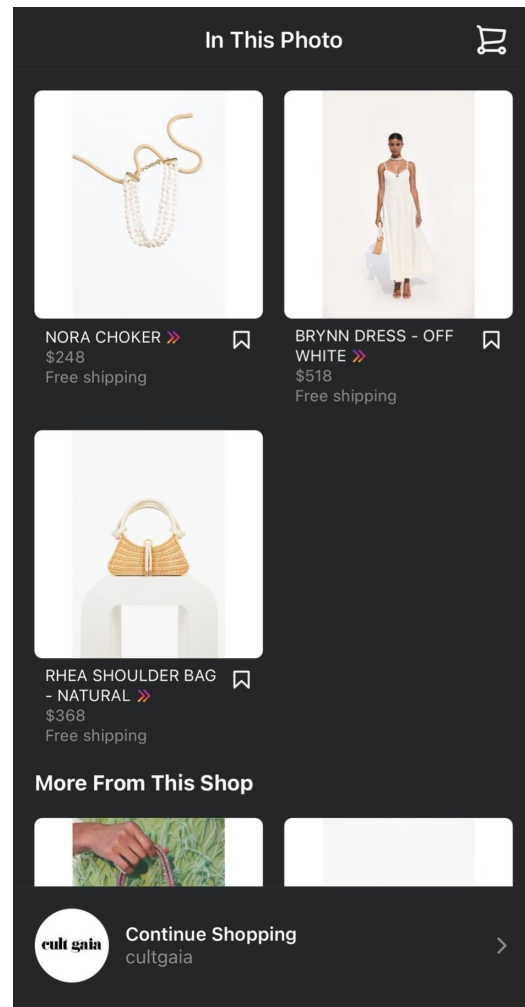
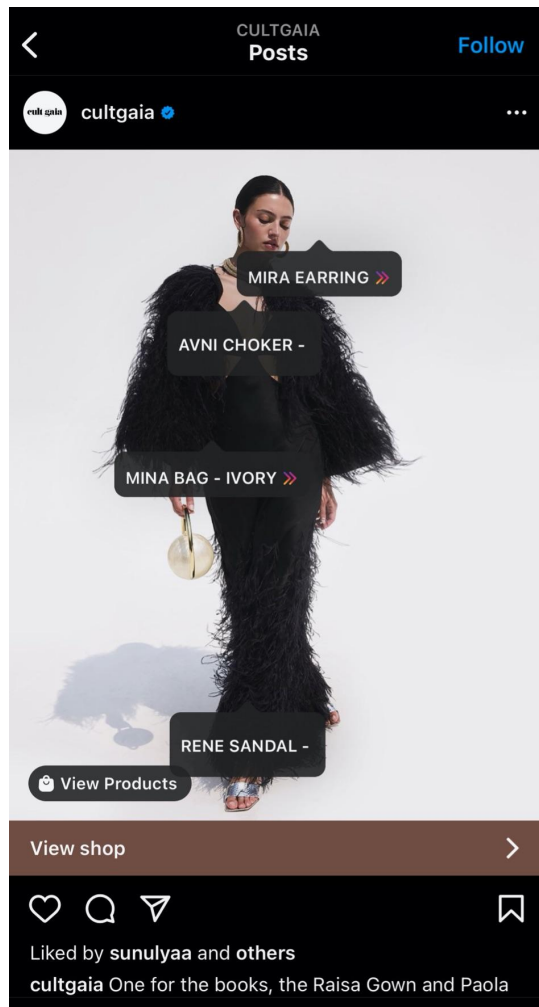
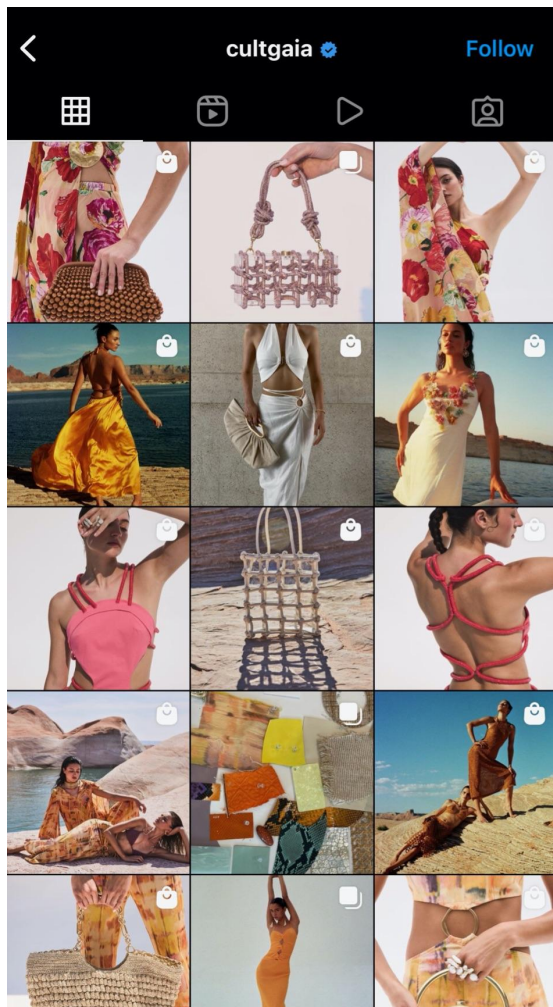


Social 1.2% 314,191



Paid • Google Ads 4.07% 1,065,807





Is Warby Parker Achieving it's Digital Objectives?

- Website
 - Clean, organized, and effective
 - Easy navigation, longer conversion paths
 - Quick load time
 - Correct landing pages
 - Optimized for mobile usage
- SEO
 - Relevant keywords and meta descriptions
 - Images are optimized
- Social Media
 - Frequent posts that are unique, diverse, and relevant
 - Responsive to followers
 - Need easier access to website through their platforms
 - Need higher interaction with followers through giveaways or contests

Thank you!