

Oobi Shoes

Case Study

Client: oobi shoes

Industry: Children's Footwear

Location: Denver, CO

Overview:

Signal Drift buried the main differentiator of the product (AirTag insert), creating **Brand Identity Fog**—so the site and ads couldn't convert efficiently.



The Fix

Clarity (*Dig*) → Build (*Distill*) → Launch (*Amplify*)

- **Dig:** Mapped buying friction: unclear differentiation + messy conversion flow.
- **Distill:** Reframed the story (“little explorers + peace of mind”) + rebuilt Shopify UX and copy around benefits.
- **Amplify:** Added proof assets (photo + 3D explainer), built paid testing system, tuned SEO.

The Outcomes

- Differentiator understood in seconds
- Better conversion foundation (less wasted traffic)
- Paid social became a learning engine, not a money bonfire
- System built to scale DTC growth

The Work

UX, Shopify, Copy, Campaign, Photo, Video/Animation, SEO