

# PEEL

A DEEP DIVE INTO THEIR  
**MARKETING**

by



**STACKED MARKETER**

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PEEL

## WHAT TO EXPECT FROM THIS DEEP DIVE

Peel is certainly one of the smaller brands we've analysed. But we really like that it's in a competitive space and still found a way to be successful.

We tried to uncover what Peel does so well that they are able to sell phone cases (and some other accessories) profitably - a market cornered by phone manufacturers and countless other specialized brands.

### Here are the highlights of what we found:

- Peel is very much focused on keeping their products minimalist and crafting a story around minimalism and living intentionally.
- Their overall strategy seems to be to create demand through paid social ads like Facebook, Instagram, Snapchat and TikTok, then make sure to be present on other platforms where people might go to search for more info about Peel like Google, Amazon and YouTube.
- Peel's website, although uses a custom theme, has some common mistakes when it comes to mobile design.
- Their sales funnel could be improved when it comes to upsells, without hurting their minimalism idea.
- Organic social media is almost non-existent.
- SMS marketing also doesn't exist.
- Email marketing is something Peel does use but it can certainly be improved upon and we made some thorough suggestions both on the copywriting side and the technical side of things.
- SEO might not be the best place to try and compete when your product is in a crowded space such as phone cases.

We do think this deep dive can serve as a foundation for anyone who wants to understand how to take a piece of a competitive market with low barriers to entry. You won't become number one but you could build a 7 figure revenue business if you do a few things very well - just like Peel.



## WEBSITE

Peel uses Shopify for their website. Even if you don't check the HTML on the website, the design and features are so familiar that you would be able to point towards it.

They are using a custom theme called Peel 6.0 - Bone SKUs for IP12 Series. You can see how we found this in the screenshot below:



```
<script>
  var Shopify = Shopify || {};
  Shopify.shop = "buy-peel.myshopify.com";
  Shopify.locale = "en";
  Shopify.currency = {"active":"USD","rate":"1.0"};
  Shopify.country = "US";
  Shopify.theme = {"name":"Peel 6.0 - Bone SKUs for IP12 Series
  Pages","id":"120192532563","theme_store_id":null,"role":"main"};
  Shopify.theme.handle = "null";
  Shopify.theme.style = {"id":null,"handle":null};
  Shopify.cdnHost = "cdn.shopify.com";
</script>
<script type="module">!function(o){(o.Shopify=o.Shopify||{}).modules=!0}(window);</script>
<script>...</script>
<script>...</script>
<script>...</script>
```

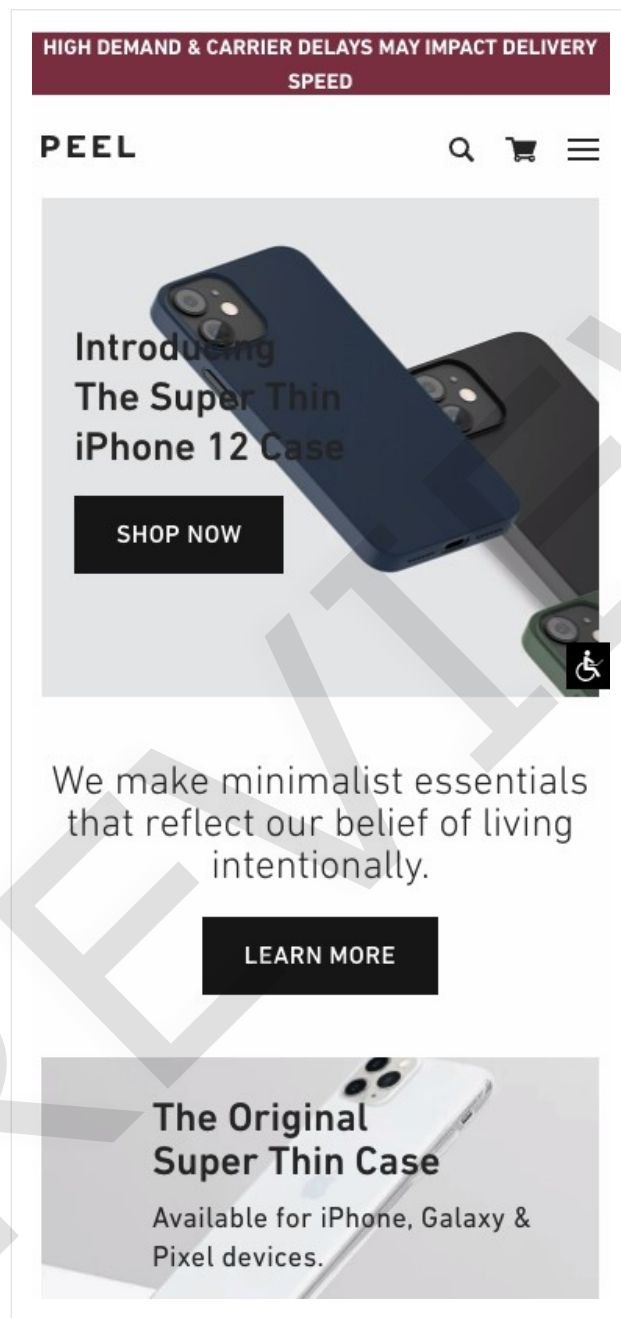
html..touchevents.cookies body#peel-super-thin-iphone-amp-android-cases.template-index.not-in-us.buy-peel-gdpr div#new

shopify.theme 1 of 1 ^ v Cancel

Let's look at the homepage first. We'll then follow it up with the product page too, in the section on the purchase process, right after this one.

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The mobile version doesn't look quite as good surprisingly. Here's what we mean.



The headline is basically only half readable because it overlaps with the dark colors in the image. While we're uncertain how big of a problem this is for conversion rates, it doesn't look good.

It can happen, maybe the timing was unlucky but it's a good reminder to double check your mobile version.

## FACEBOOK ADS

**A note:** Peel paused their Facebook Ads for a few days around 22nd April 2021. It was the same time period where CPMs sky-rocketed according to many reports on Twitter. We also mentioned this [in our free daily newsletter on 21st April 2021](#).



*Now back to our general analysis.*

When it comes to Facebook and Instagram paid ads, Peel focuses on 4 types of ads from what we can see.

- Testimonials or reviews, user-generated content style.
- FAQ-style ads.
- “Reasons to buy” ads.
- Design and feature focused ads.

They come in a mix of images and videos so they do try to hit every ad format and ad type possible.

Let’s have a more detailed look at each category with some examples.

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### What they do well:

- They are listed on Amazon so if someone prefers to shop on Amazon only, they will find Peel when people search specifically for them.

### What they could improve:

- Competing for other keywords, whether paid or organically.
- It seems they literally have Amazon just in case potential buyers look for Peel. It's better than nothing but there must also be untapped potential here.

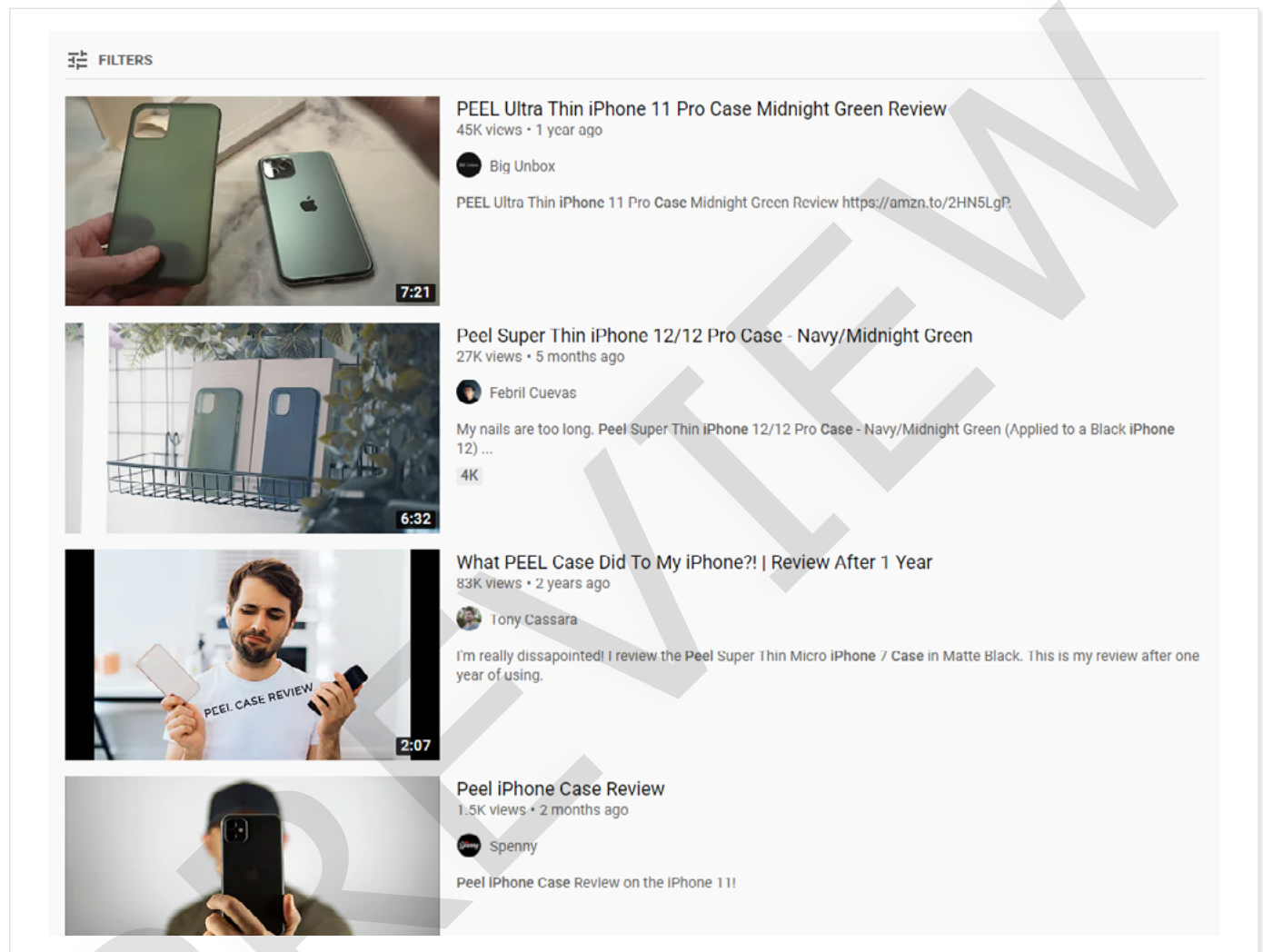
Something to keep in mind: Depending on your brand, your vertical and your strengths, this strategy of “just” putting your brand on Amazon and disregarding everything else could still be better than ignoring Amazon completely.



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## YouTube

Although they don't have their own channel, there are plenty of videos that show up when searching for "peel phone case".

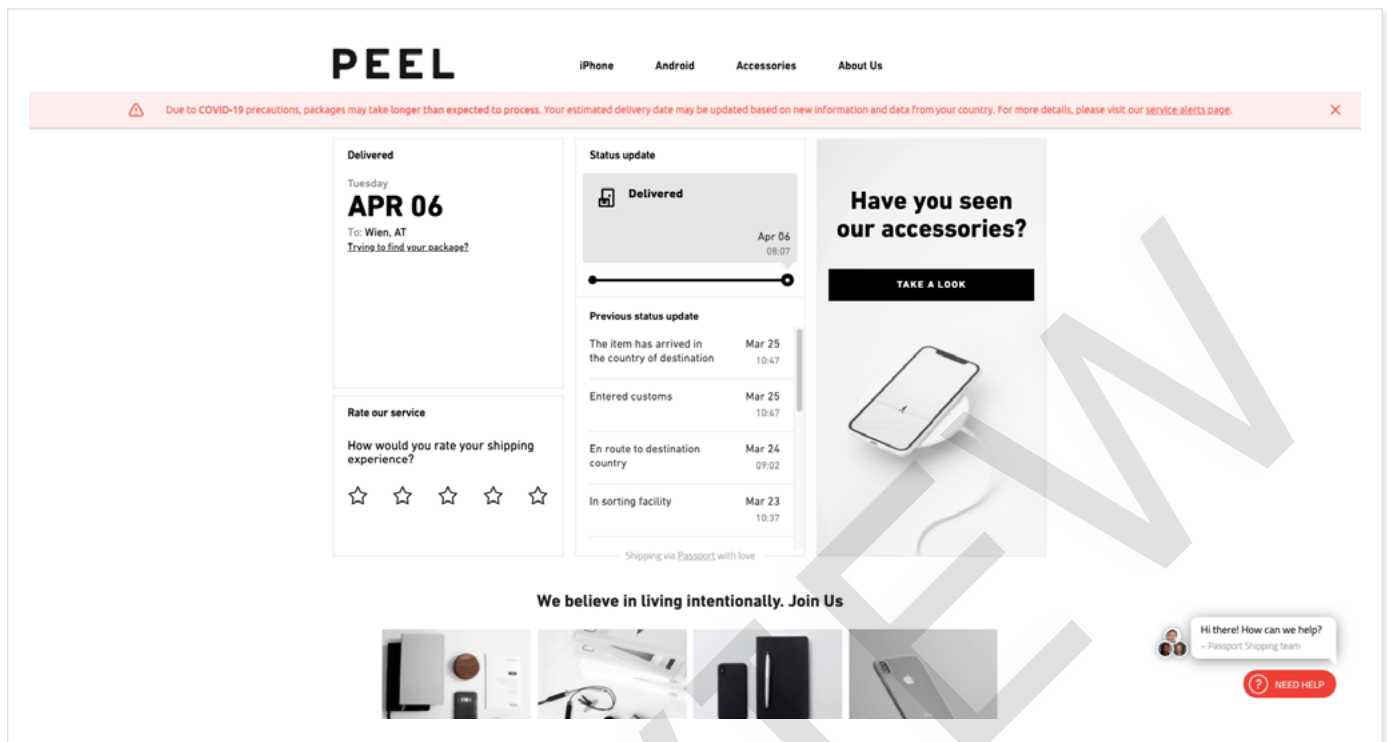


Among those results there are many videos with 25,000 - 100,000 views so the videos did get some reach.

The videos that have the most views though are those that don't review just Peel but the ones that compare all possible thin phone cases.

**So, while not a presence with an own channel (which is difficult to do), Peel does have a reasonable YouTube presence because of these reviews.**



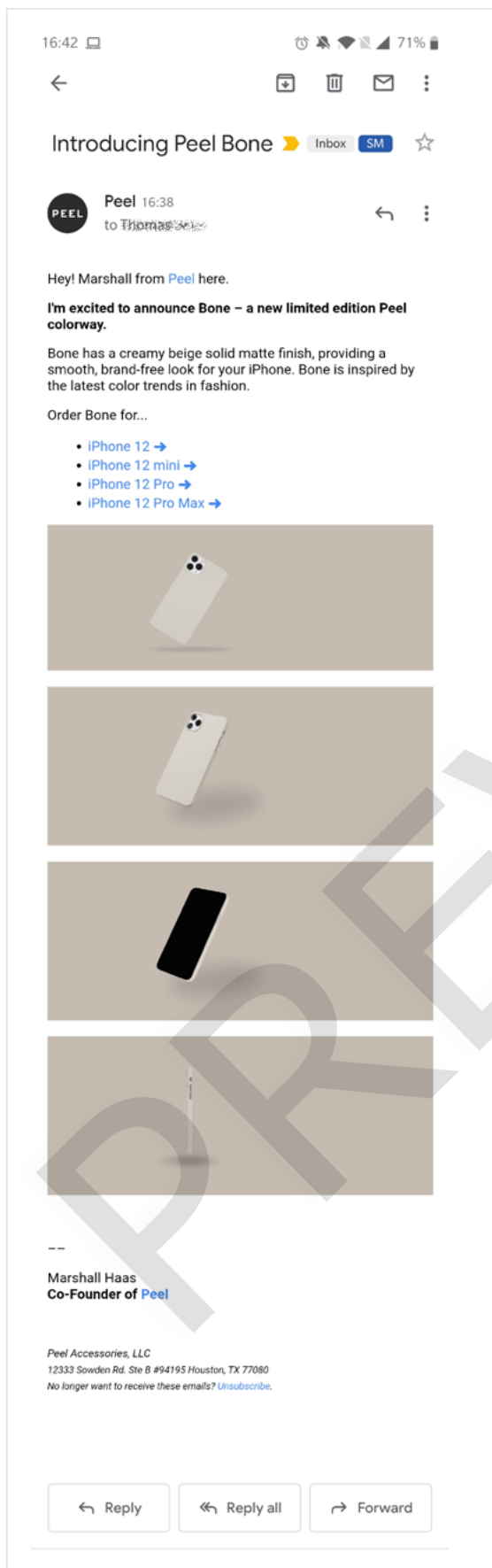


There's a clear update about the product delivery, of course, but look at all that space with other products.

**It's great!**

The big critique here from us is that this is not their main tracking page...

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It's also really not the best format and styling. If you want to keep emails text-only, whenever you add an image you should certainly resize them to fit the screen. It's even worse on mobile as you can see in the screenshot here.



We can barely see the case, there's just empty space.

Good idea to send an email for launching this new color but we think the execution was poor.

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## Why is so much of Peel's traffic branded?

Peel isn't desperately failing at SEO, but they're not succeeding, either. Simply put, they're just not putting much effort in. If you're not creating content that's likely to rank for unbranded searches, your brand likely won't rank for unbranded searches.

Insight: In many DTC e-commerce spaces – phone cases included – you don't need an aggressive SEO strategy to make lots of sales. It's likely that the Peel team isn't going after SEO because they know they're getting a better ROI from paid ads.



## Closing Thoughts

This deep dive on Peel surfaced some interesting strengths and weaknesses of a company who, by just about all standards, does a great job in a very competitive space.

It's hard to think of many things that are more competitive than phone cases these days. The barrier to entry is extremely low. From dropshippers, to specialized cases (like Peel), to phone manufacturers - everyone sells phone cases.

And there's only so much you can improve when it comes to design and protection.

That's why distribution and marketing are the edge. **This is good news for some highly capable marketers and bad news for the average ones.**

If you can create a compelling brand story and have the funds (or connections) to put that story in front of users, you will be able to take Peel's example and create a 7-figure business in such a competitive space.


Even though this deep dive was about phone cases, we're sure you can think of similar products where the same logic applies. To name a few (some of which we jokingly mentioned early on too):

- Socks
- Slippers
- Sunglasses
- Wrist watches

Carefully studying what Peel does should put your marketing way ahead of 80%+ of your potential competition.

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# insights

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