

The logo features the text 'COBBLESTONE' on the top line and 'DIGITAL' on the bottom line, both in a bold, white, sans-serif font. The text is enclosed within a white, rounded rectangular frame that has a thick border and rounded corners. The top-left corner of the frame is cut off by a curved line, and the bottom-right corner is also cut off by a curved line, creating a shape reminiscent of a stone or a stylized 'C' and 'D' combined.

COBBLESTONE
DIGITAL

We Build Smarter

For Agencies & Brands



Who are we, anyway?

Cobblestone Digital is a full-service, digital development agency. Here is what sets us apart:

We have over 20 years of experience building brands and working with agencies in the digital space

Through many years of working with some of the nation's largest brands, we have a pulse on which strategies work and which don't

While we're well-versed in all the major languages and frameworks, we speak human first!

In this increasingly remote and impersonal world, we're located "IRL," right in the heart of Downtown Manhattan

Discover the power of synergy. When you work with us, you're not just hiring an agency; you're gaining a seasoned team of partnership experts. We help you cultivate the meaningful connections necessary to bring your brand the success it deserves.

This is how we build strong, decades-long relationships with our clients, and why we're trusted by some of the biggest brands in the country.

Centering Your Brand

The brands we work with are what make us great— we succeed when you do. We're proud to work with incredible brands of all sizes, ranging from Fortune 500 superstars to great companies just starting out.



And many more...



What We Do: Our Services Decoded

Web Development

Full-stack Development
Services From Concept To
Completion

Brand & corporate
websites

Custom Development, API
& System Integrations

Promotional & Event
Micro-sites

SEO/SEM Services

Event Tech

Custom Interactive
Applications (Touchscreens,
Kiosks & More)

Immersive Environments &
Fabrication

Projection Mapping &
Audio/Visual Services

Creative & Technical
Services, From Ideation to
Execution

Custom Software

Wide Range Of Language
& Platform Capabilities

Automation And Process
Improvement

Custom AI Application
Development & Integrations

Custom Solutions For Your
Industry

*Yes, we speak human!



Our Process: How We Work With Brands

Some clients require our services front to back; others need only a specific development or functionality. Still others enlist our help with ongoing maintenance of their existing sites.

We're happy to work with you to determine your needs and streamline costs. No matter how big or small the project, we bring the same dedication and creative focus to the table.

This means taking time in the early stages of project development to understand our clients' business goals and customer needs. Just because we can build really cool stuff doesn't always mean we should. Instead, we examine goals and objectives, identifying the right questions to ask before choosing the best solution. What is the desired outcome? What market segment is sought? What can we offer that will intrigue customers and encourage them to respond?



Our Partnerships: How We Work With Agencies

We are proud to partner with marketing and creative agencies to provide a reliable, turnkey digital development solution for all of your creative projects

We bring our development capabilities to your team in a collaborative way, plugging in perfectly with your existing processes (unless you'd like us to build those, which is fine, too!)

We view our agency relationships as truly symbiotic— many of them have spanned multiple years and countless client projects.

Our existing clients often need designers, copywriters, marketing strategists and other resources; let's work together to provide the best possible solutions for the brands we support.



Portfolio
Snapshot

RALPH LAUREN

Custom Web Development / Interactive Video Application Development

Overview

Our team developed the Life in Color Quiz, a custom-built tool for Ralph Lauren scents. By polling user preferences in travel, parties, style, and music, this interactive quiz offered users a personalized fragrance recommendation based on their unique preferences and lifestyle choices.

Primary Goals

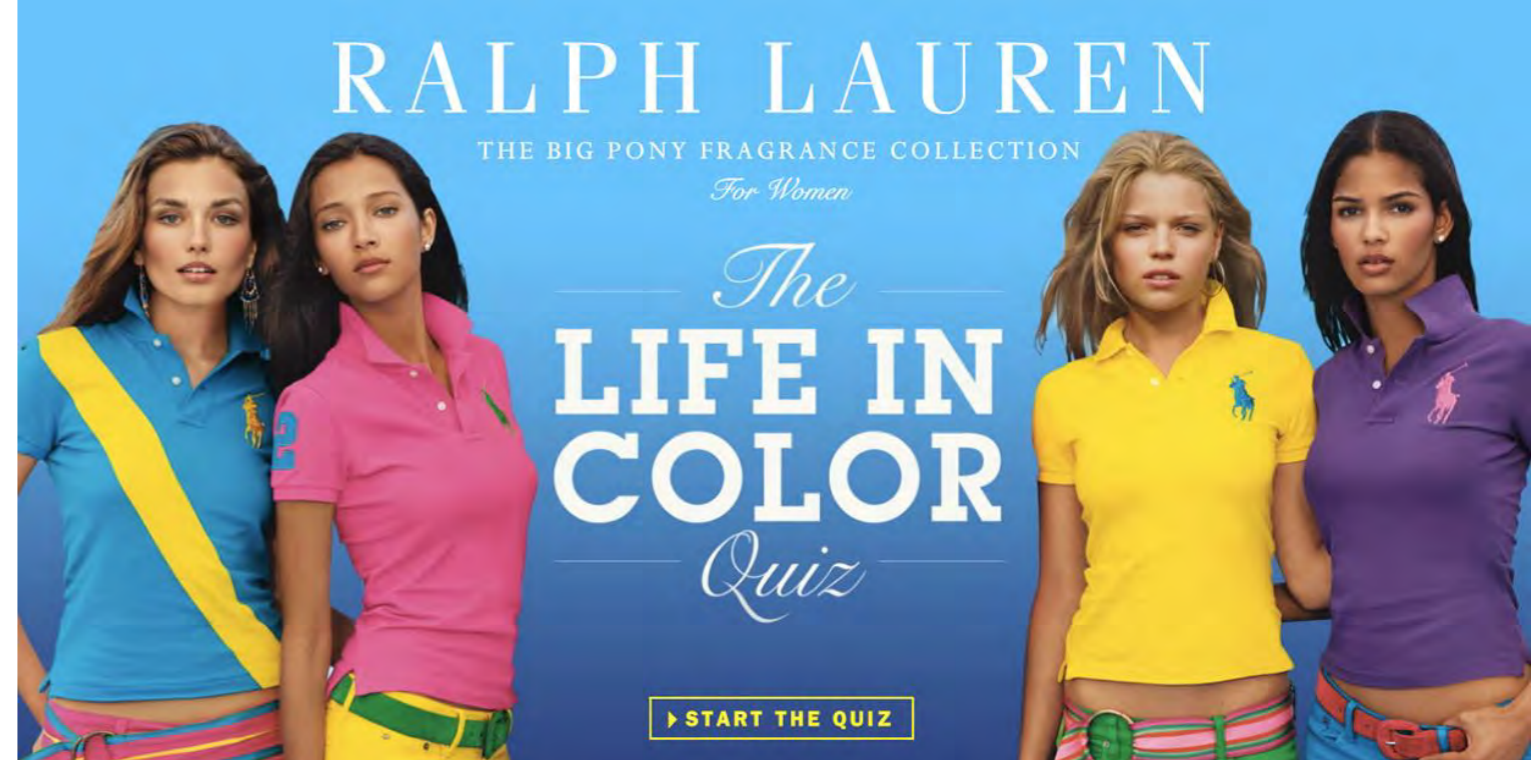
- Crafting a powerful promotional platform to boost online sales
- Providing users with a captivating and unforgettable interaction with the brand
- Bolstering awareness of the brand's recently launched fragrance line

Deliverables

Developed, designed and programmed an interactive quiz to promote Ralph Lauren's Big Pony Fragrance Collection for Women.

30,000
media
impressions

12%
conversion
rate





Website Development / Systems Integration / ADA Compliance

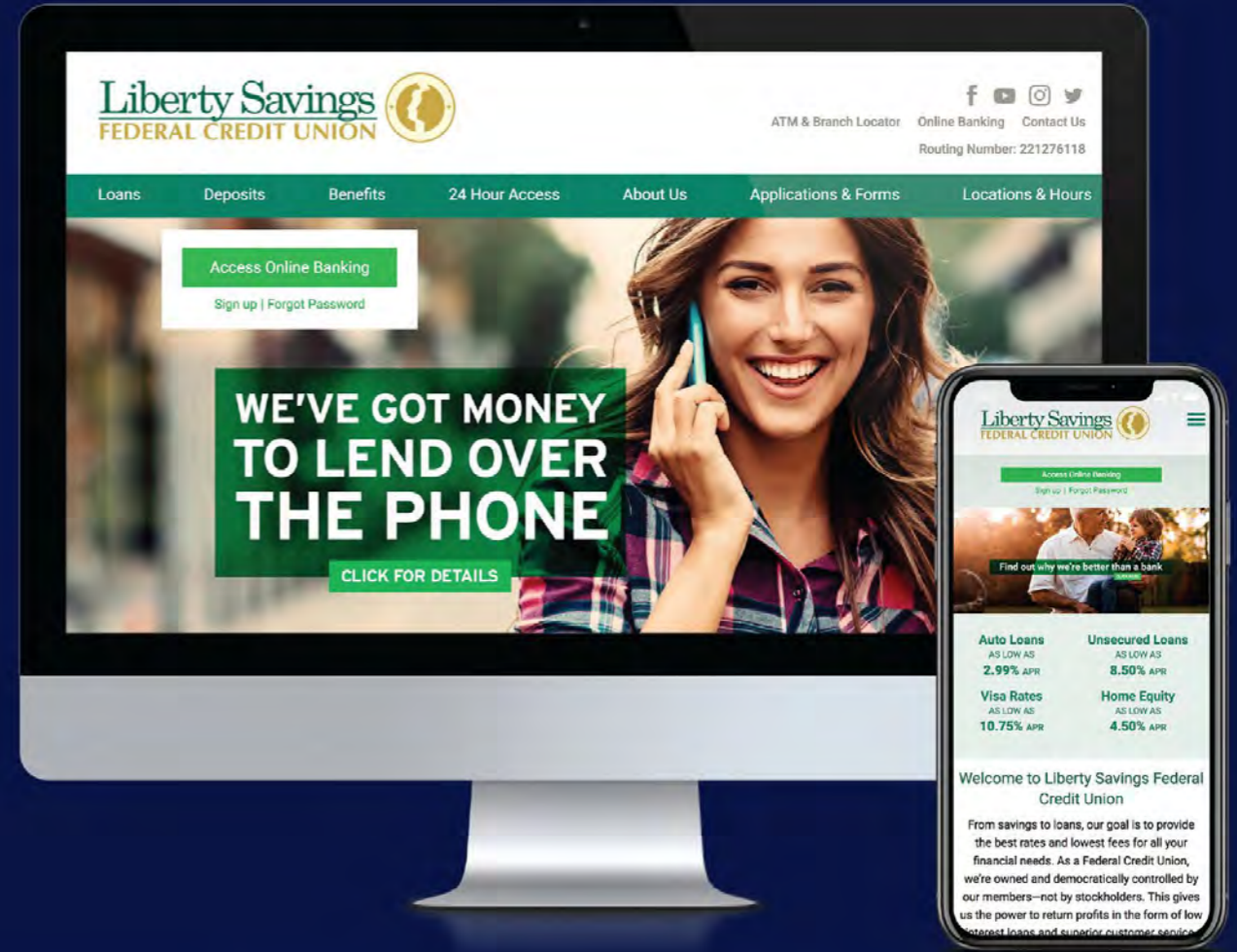
Overview

Liberty Savings Federal Credit Union is a trusted financial institution known for its personalized, member-centric service and its commitment to serving the financial needs of local communities. For this award-winning website, the Cobblestone development team ensured full ADA compliance, a requirement for all federal credit unions. Although we've worked with many Fortune 500 brands, our team takes every project equally seriously, regardless of its size- we're proud of the great work we do for smaller brands and community-focused businesses.

Deliverables

- Website development, technical and ADA compliance, external systems integrations

- Won numerous awards, including multiple Credit Union National Association (CUNA) Diamond Awards, one of the highest honors in the credit union industry





Website Development / Event Technology

Overview

Our agency specializes in developing custom-tailored event technology solutions. For this project, we spotlighted the innovative Suzuki SXBox Concept Car, targeting tech-savvy college audiences. We were thrilled to assist Suzuki by developing vital technology components to engage their audience dynamically and promote their brand seamlessly across college campuses.

Highlighted Features

- A Tour Information Hub served as the main source for detailed tour schedules and captivating content, effectively showcasing Suzuki's event sponsorship
- A Custom Content Management System kept the tour info updated in real-time and allowed Suzuki's team to update content instantly

Deliverables

Event Micro-Site, Supporting Event Tech, Web Design, Web Development

2+ million
impressions

40,000+
on-site engagements

Way of Life!

SXBOX CONCEPT CAR

HIGH-TECH GAMING-INSPIRED DESIGN

GLAMSHELL HOOD WITH INTEGRATED PROJECTION SCREEN

HIGH-PERFORMANCE WHEELS

HIGH-FLOW AIRBOX/INTAKE AND CAT-BACK EXHAUST

SUSPENSION UPGRADES, RIDE HEIGHT, SPRING RATES AND SHOCK VALVING

INTERIOR

- DASHBOARD-INTEGRATED XBOX 360 (TM SYMBOL) WITH HARD DRIVE STORAGE
- REAR-CONSOLE INTEGRATED XBOX 360 (TM SYMBOL) WITH HARD DRIVE STORAGE
- REAR PROJECTION DISPLAY SCREEN VISIBLE FROM BOTH INTERIOR AND EXTERIOR
- CLOSE-PROXIMITY DIGITAL PROJECTION SYSTEM
- STEERING-WHEEL-DOCKED CONTROL
- MULTI-SPEAKER, 2,000-WATT SURROUND SOUND WITH WIDE FREQUENCY RESPONSE AND MAJOR BASS
- HIGH-RELIEF FORCE FEEDBACK SEATS WITH HIDDEN LIGHTING TO PROJECT THE XBOX 360 (TM SYMBOL) GLOW
- DOOR PANELS WITH ELECTROLUMINESCENT LIGHTING
- MAX-SIZED SEATBACK LCD SCREENS FOR REAR-ROW PLAYERS
- COMPLETE WI-FI AND AND/OR BLUETOOTH CONNECTIVITY

CLINIQUE

Event Technology / Custom Software Development / Interactive Game Development

Overview

Clinique's Smart Clinical Repair Wrinkle Correcting Serum is a groundbreaking skincare solution designed to address the signs of aging with remarkable precision. Clinique debuted this innovative product through an interactive activation at Macy's, designed to educate consumers through a fun and engaging experience.

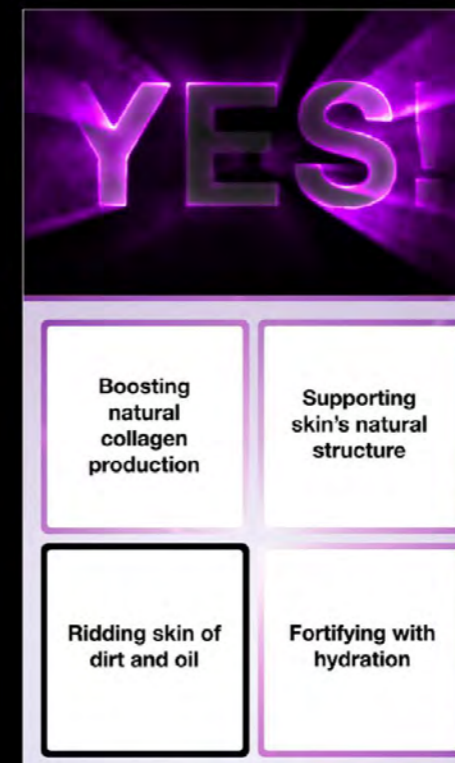
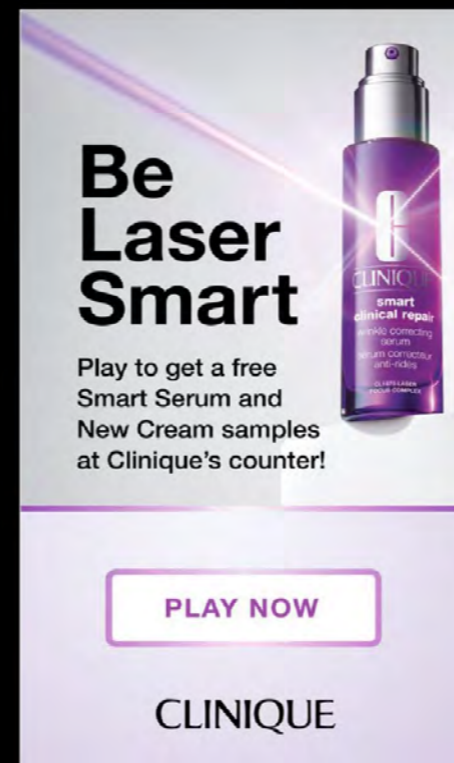
Kiosks with Cobblestone's custom interactive application were displayed in Macy's stores, starting at the Herald Square flagship store and then as a pop-up across the country. Cobblestone's developers worked closely with the brand's marketing team to bring their vision for an engaging and educational trivia experience to life.

Deliverables

Custom kiosk application to support sales for Clinique's Smart Clinical Repair Wrinkle Correcting Serum

Countless impressions

30,000+ in-store engagement





Event Technology / Experiential Marketing / Website Development

Overview

Our developers played a crucial role in supporting a national, multi-year program aimed at introducing customers to Canon's PowerShot product line. This was achieved through the creation and management of Canon Center Court with Maria Sharapova, a massive interactive tennis and photo experience housed in a 50ft dome in NYC during the US Open.

Event Highlights

- PR kickoff unveiling Maria Sharapova's Diamond Collection and Canon's Joy of Photography experience
- Consumer-focused sweepstakes for Maria's Diamond Collection
- Orchestrated a citywide stunt where a fleet of Maria Sharapova look-alikes canvassed NYC, engaging with commuters and tourists for unique photo opportunities

Deliverables

Event Technology, Touchscreen Tables & Walls, Projection Mapping, On-Site Data Capture, Sweepstakes Marketing

150k
on-site photos
taken

175k
sweepstakes
entries

40m
impressions





Website Development / Custom Software Development / Search Marketing

Overview

ProCure is a state-of-the-art medical center that is redefining the standards of cancer treatment. They offer proton therapy, the most advanced form of external beam radiation treatment, where patients often experience no side effects and can maintain their day-to-day lives during treatment. The center has a distinctly warm and welcoming atmosphere, giving patients an even greater sense of reassurance in their fight against cancer.

By enlisting the help of Cobblestone's developers and search marketing experts, ProCure has been able to help even more patients discover this novel, life-saving treatment when they need it the most.

Deliverables

- Developed an award winning, HIPAA-compliant website for a leading cancer treatment center
- Built an internal CRM with third party API integrations
- Ongoing website and SEO/SEM support

200%+

Increased User Engagement

15-35%

Increased Conversion Rate (YOY)

