

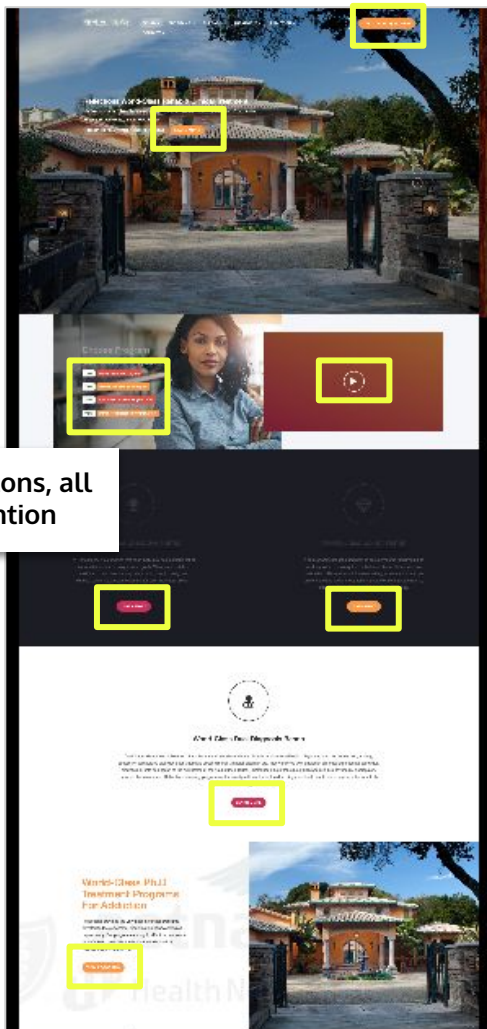
Case Study #1 - Dreary to Dreamy

Challenge:

The website did not fit their current brand, wasn't landing with their target audience, and wasn't easy to use or understand.

Approach:

Redesign the website to meet current goals and needs of the business.



Before

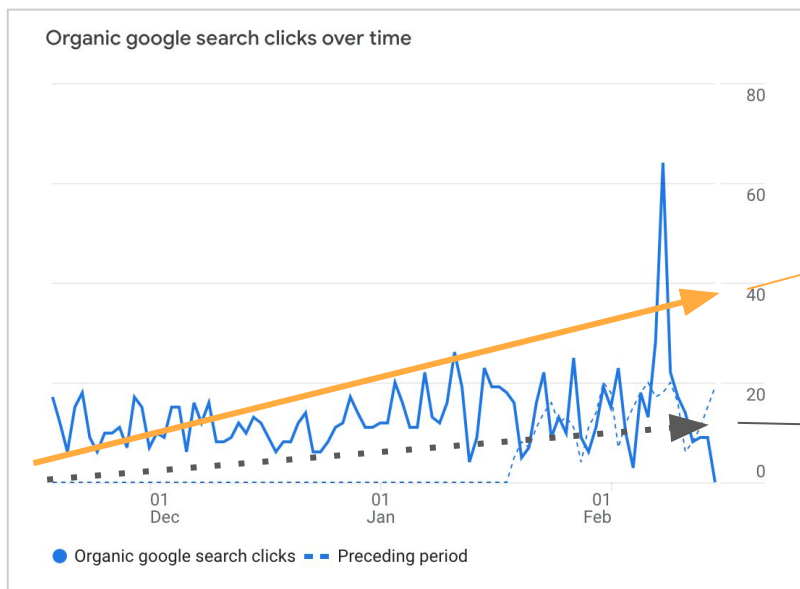


After



Case Study #1 - Dreary to Dreamy

Results:



Traffic over 3 months with new website

Traffic over 3 months with old website

Event name	Conversions	Total users
SHOW ALL ROWS	592.00 vs. 116.00 ↑ 410.34%	463 vs. 92 ↑ 403.26%
phone_number_click		
Nov 18, 2022 - Feb 15, 2023	476.00	389
Aug 19 - Nov 16, 2022	65.00	56
% change	632.31%	594.64%
thankyou_page_visit		
Nov 18, 2022 - Feb 15, 2023	93.00	66
Aug 19 - Nov 16, 2022	45.00	33
% change	106.67%	100%
file_download		
Nov 18, 2022 - Feb 15, 2023	23.00	16
Aug 19 - Nov 16, 2022	6.00	5
% change	283.33%	220%

→ 410% increase in conversions

→ 403% increase in total users

→ 632% more prospects called

→ 106% more people filled out the form

→ 283% more downloads