



Trusted Digital Marketing and Social Media Services Since 1996



Case Study

Industrial Packaging Company

▼ About the company

This company is a leading e-distributor of industrial packaging and container-related products. This company provides industrial packaging equipment supplies and parts to customers world-wide. Since 1946, container products have been their business. The company's main distribution center near Chicago, Illinois contains over 62,000 square feet of warehouse space. For repeat blanket orders, there are distribution centers in Iowa, Michigan, North Carolina, Tennessee, and Texas.



▼ Problem

Old technology and decreasing online sales and rankings.

▼ Solution

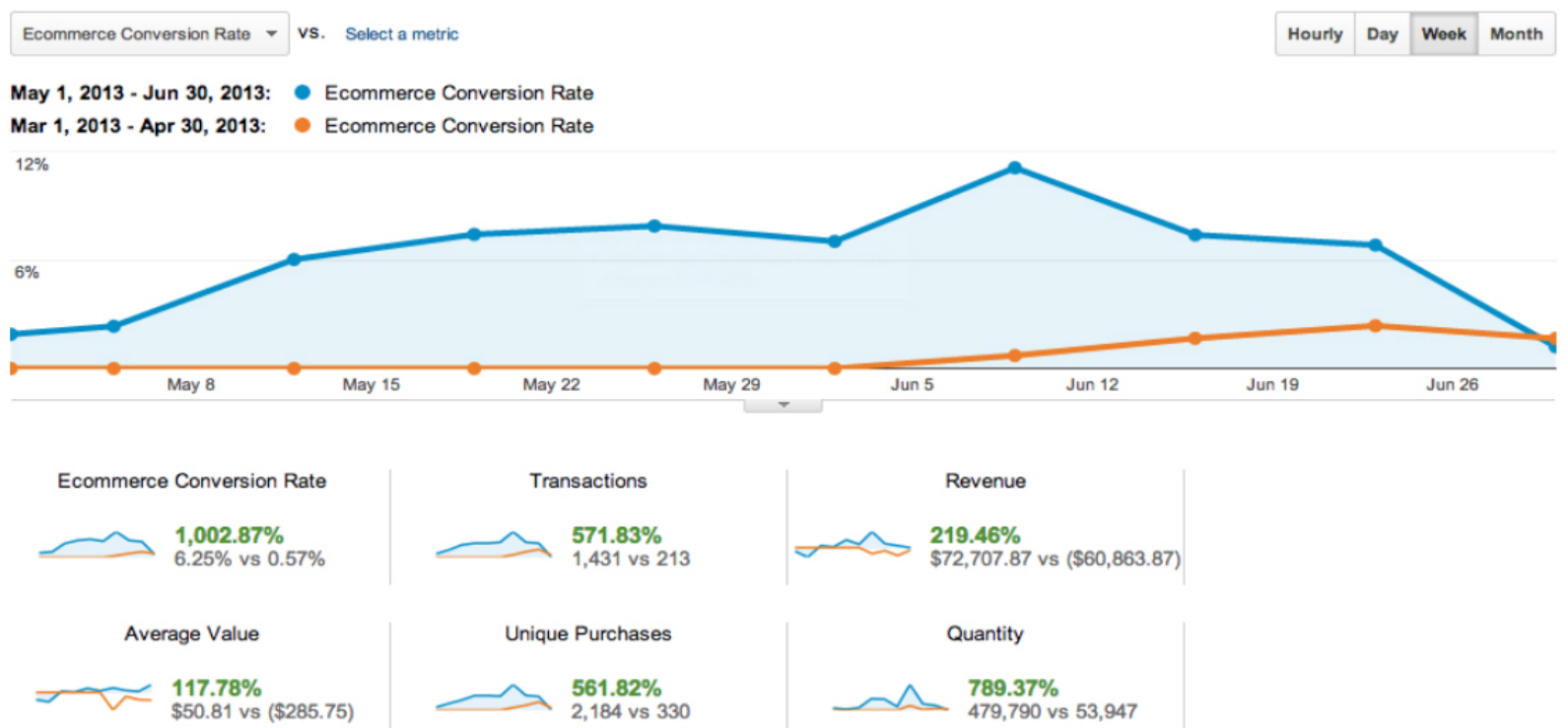
Mediaforce implemented a new agile, robust eCommerce system along with powerful hosting. We also provided optimization services to help increase sales and average order value.



▼ Results

The results were an increase in online sales, conversions, average order value and repeat customers. In only a few months, sales were up by 561%.

Industrial Packaging



A leader in industrial packaging came to Mediaforce for conversion optimization. Their suppliers were selling more than them with higher product prices. Mediaforce revamped the website with engineered navigation, created a momentum and successfully converted visitors into customers and within a few months, sales went up by 561%