

An abstract geometric design featuring a central white square. Surrounding this square are four triangles that meet at its corners. The top-left triangle is black, the top-right triangle is blue, the bottom-left triangle is blue, and the bottom-right triangle is black. Each of these four triangles is further divided by a white diagonal line running from the outer corner towards the center, creating a total of eight smaller triangles. The text is positioned to the right of the central white square.

MEDIAFORCE CASE STUDY:

SMART VENDOR



SMART VENDOR NEEDED TO IMPROVE USER ENGAGEMENT ON THE SITE AND DRIVE MORE ONLINE CONVERSIONS TO GENERATE MORE LEADS.

THE COMPANY

Multipost Retail Systems provides retailers with point of sale Software and Hardware systems, software, training, installation and support. Smart Vendor is one of their products, an award-winning POS software that has been trusted by Canadian retailers since 1980. Smart Vendor is suited for many types of business, including: sporting goods, housewares, photo developing, hardware, books, jewelry, fashion giftware, TV and stereo, shoes, appliances, music and almost any type of retail environment that requires inventory control.



IMPLEMENTING & EXECUTING SOLUTIONS

Mediaforce redesigned the website architecture, including a new landing page, to enhance user experience. Using persuasive journey architecture throughout, Mediaforce tightened the alignment of user intention and business objectives. Site navigation was optimized to facilitate site usability. To improve the user discovery process, product education and a support process was built into the site to provide information and to aid the potential client. By facilitating the sales process, the new site would be able to impact outcomes.

RESULTS

- ◆ **Goal completion rate - 49%**
- ◆ **Unique page views - 4%**
- ◆ **Average session duration - 19.44%**
- ◆ **Bounce rate - 11%**

The newly engineered site generated 180% more leads within the first three months of launching campaigns. By creating site-wide enhancements with the user in mind, the goal completion rate increased by 49%. User engagement also improved: increasing average session duration by 19%, decreasing bounce rate by 11%, and increase unique page views by 4%. Through this onsite user experience optimization, Smart Vendor's new site was able to provide an experience for viewers that drove conversions.





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We provide solutions for businesses to compete, including:

- Social Media Campaigns
- Data-driven web content & design with cross-platform compatibility
- Web optimization for lead acquisition
- Pay Per Click Advertising

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Mediaforce is a digital marketing firm that uses data analytics as a driving force in helping its diverse clientele to grow their businesses. Using a holistic approach that puts data analysis at the forefront, Mediaforce strives to drive key metrics using customized strategies selected specially for each company. Known for our expertise in Google Analytics, Conversion Optimization, Search Engine Optimization, Social Media Marketing, Website Design, and Hosting and Development, Mediaforce is comprised of a team dedicated to understanding key drivers of growth, optimizing for the right user experiences, and retaining users for each individual client. We empower our clients to harness their data in making valuable business decisions for the future of their company.

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