

MEDIAFORCE CASE STUDY:





TIGER FOAM NEEDED TO PROVIDE VALUABLE ONLINE CONTENT TO ENGAGE DIYERS IN ORDER TO IMPROVE LOYALTY, TIME TO TRANSACTION, SHOPPING CART ABANDONMENT AND INCREASE AVERAGE ORDER VALUE.

THE COMPANY

Tiger Foam distributes environmentally friendly, insulating spray foam kits and other accessories across Canada, purchased primarily by DIYers for use in residential homes and small businesses.



The company required a website that would be both attractive and objectives-driven in order to address the following challenges:

- 1. Lengthy time to conversions**
- 2. Decreasing loyalty**
- 3. Decreasing sales**

IMPLEMENTING & EXECUTING SOLUTIONS

A new, visually pleasing website was built, based on usability optimization and design trends. The data team at Mediaforce studied the various paths the users were taking to convert and then re-engineered a funnel by eliminating the noises and facilitated a journey that is intuitive and based on users' intention. This clean site layout with an easy-to-navigate design improved user experience.

The site featured the new addition of a robust online store for Tiger Foam kits and accessories, designed with a smooth checkout process in mind by eliminating the distractions with a linear transaction process. Additionally, Mediaforce optimized cart abandonment rate by precisely re-targeting the users who left the site after adding products to their cart.

RESULTS

- ♦ 10000 Organic Visitors per Month on Average
- ♦ Reduced shopping cart abandonment by 35%



In building an accessible website designed to engage users, Tiger Foam was able to increase the average number of organic visitors by 12000% and the average number of paid visitors by 2000%. The improved checkout process reduced shopping cart abandonment rates by 35%. As a result, Tiger Foam saw a 110% increase in sales in the first year.

“I COULDN’T BE HAPPIER WITH MEDIAFORCE LOOKING AFTER MY WEBSITE AND ONLINE MARKETING... INCLUDING SOCIAL MEDIA AND SEO.”

-ROB IRVINE, PRESIDENT, TIGER FOAM



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