

MEDIAFORCE CASE STUDY





ACCEDIAN NEEDED A NEW WEBSITE OPTIMIZED FOR USABILITY TO DRIVE CONVERSIONS ONLINE.

THE COMPANY

Accedian Networks is the Performance Assurance Solution Specialist for mobile backhaul & small cells, business services and service provider SDN. Since 2005, Accedian has delivered 200,000+ globally-installed platforms, including 100,000+ performance-assured cell sites.



IMPLEMENTING & EXECUTING SOLUTIONS

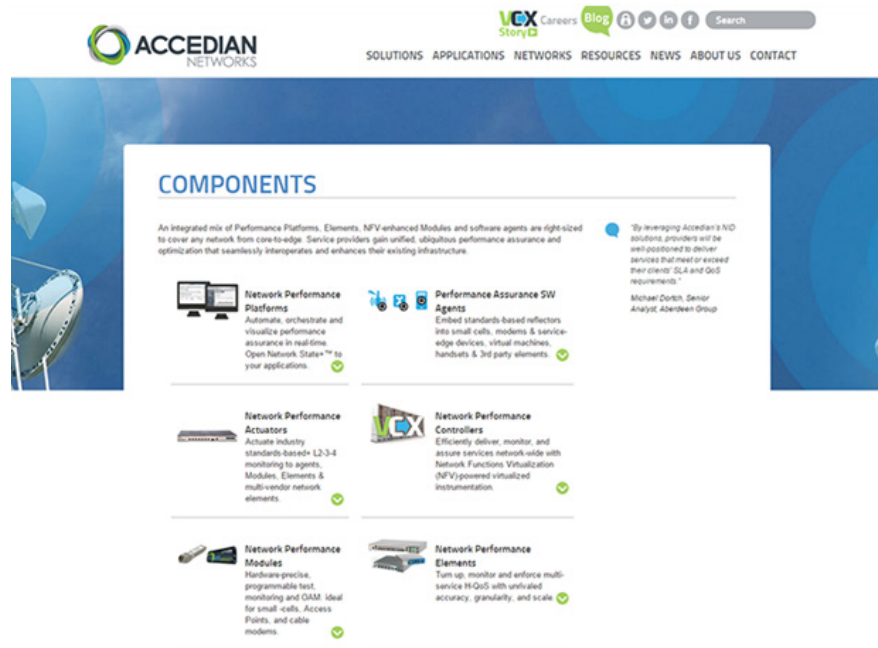
To drive conversions, Mediaforce began with information architecture optimization and content readability optimization. Reorganizing site data and content to fit a logical information flow impacts the site's usability, rankings, and naturally guide users through the conversion process. In simplifying website navigation, users are better able to find the information they want faster and easier. Mediaforce also helped to design Accedian's mobile site for tablet and cell phone devices with cross-platform usability in mind.

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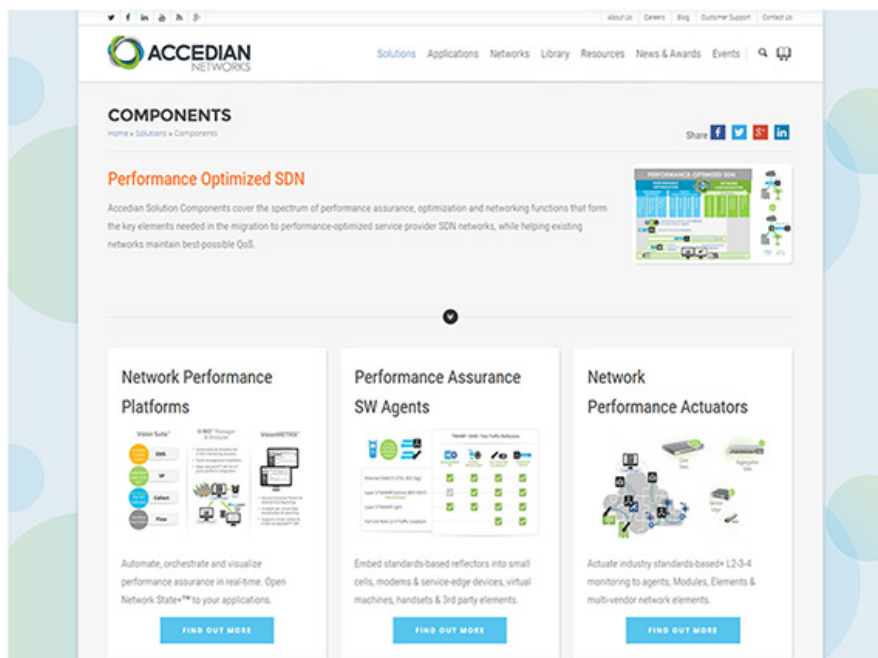


The VCX logo, which consists of the letters "VCX" in a bold, sans-serif font. The "V" is green, the "C" is blue, and the "X" is black. The logo is set against a light blue cloud-like background.

ACCEDIAN: BEFORE

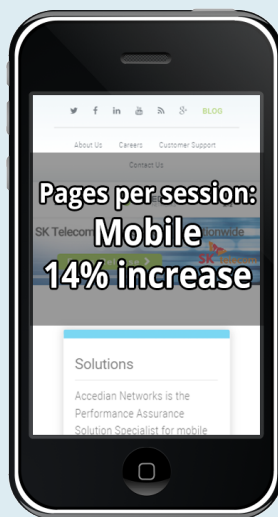


ACCEDIAN: AFTER



RESULTS

- ◇ 8.39% increase in sessions
- ◇ 30% increase in pageviews
- ◇ 20% increase in pages per session
- ◇ 13% increase in average duration
- ◇ Pages per session: Mobile 14% increase, Tablet 19% increase
- ◇ Bounce rate: Mobile 7.4% decrease, Tablet 13% decrease



As a result of Mediaforce's usability optimization for Accedian, improvements were seen within one month. There was a 30% increase in pageviews, a 20% increase in pages per session, and a 13% increase in average duration. Due to the navigational optimization, there was a 19% decrease in visits with search, showing that users no longer needed to perform searches on the site because they were able to find what they wanted much easier. By designing a user-friendly website, the user experience was vastly improved and streamlined, allowing for Accedian's clients to convert more easily.



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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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