CASE STUDY

ACCEDIAN

About

ACCEDIAN

Accedian, a leader in performance analytics and end user experience solutions, offers comprehensive visibility within complex networks, catering to service providers and mid-to-large enterprises. The platform, known for its openness and scalability, facilitates innovation by enabling cloud-native analytics, supporting emerging technologies like 5G, SD-WAN, and edge computing, and empowering customers to launch new assured services. With a user base of 2 billion globally, Accedian Skylight ensures network assurance and security, backed by 18 years of providing accurate performance management solutions with a remarkable 99.997% uptime.

Accedian Networks stands out as the Performance Assurance Solution Specialist, particularly in mobile backhaul, small cells, business services, and service provider SDN. Accedian prioritizes agile business practices, lean development, and dedicated customer support to drive sustained growth and deliver exceptional solutions in the test & measurement and networking industries.

ACCEDIAN

CASE STUDY

1 challenges

Mediaforce optimized Accedian's website for improved usability and enhanced conversion rates. By focusing on information architecture and content readability, the site was restructured to facilitate a logical flow of information, enhancing usability and guiding users through the conversion process. Additionally, Mediaforce designed a mobile site compatible with tablet and cell phone devices, further optimizing the user experience across different platforms.
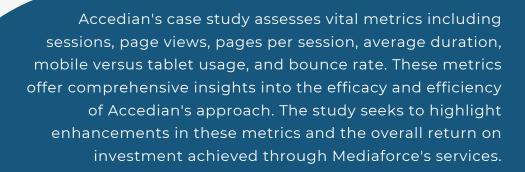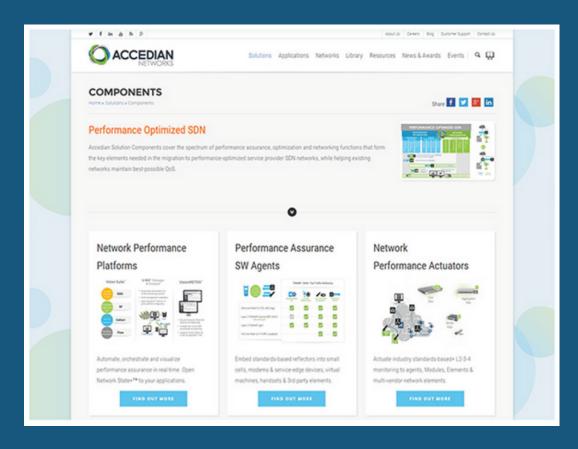
before Mediaforce

CASE STUDY

key metrics

Accedian's case study assesses vital metrics including sessions, page views, pages per session, average duration, mobile versus tablet usage, and bounce rate. These metrics offer comprehensive insights into the efficacy and efficiency of Accedian's approach. The study seeks to highlight enhancements in these metrics and the overall return on investment achieved through Mediaforce's services.

after Mediaforce

ACCEDIAN
CASE STUDY

key metrics

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after Mediaforce

8.39% increase in sessions

30% increase in page views

20% increase in pages per session

13% increase in average duration

Decrease in bounce rate
7.4% mobile
13% tablet

MEDIA FORCE