MEDIA FORCE

CASE STUDY

TIGER FOAM™ INSULATION

About

Tiger Foam™, a key player in the insulation industry for over two decades, has consistently provided high-quality spray foam insulation solutions to both homeowners and contractors. Founded in 1995, the company has built a reputation for efficiency, integrity, and customer care. Offering both retail sales for smaller DIY projects and wholesale options for larger endeavors, Tiger Foam ensures that customers have access to top-notch products and expert advice for any insulation need. Their environmentally friendly spray foam kits are especially popular among DIY enthusiasts in Canada, enhancing energy efficiency in residential homes and small businesses.

The company's standout product, Tiger Foam™ Closed Cell Spray Foam, is renowned for having one of the highest R-values in the market, which translates to superior thermal insulation performance and significant energy cost savings for users. Tiger Foam's dedication to providing substantial value is matched by their commitment to customer service.

CASE STUDY

1 challenges

Tiger Foam aimed to enhance engagement with DIY enthusiasts through valuable online content. They partnered with Mediaforce to boost customer loyalty, reduce transaction times, decrease shopping cart abandonment, and increase the average order value.

before Mediaforce

- **Tiger Foam was aiming to provide valuable online content to engage homeowners and DIY-ers in order to improve loyalty, time to transaction, cart abandonment, and increase average order value.**

- **Our strategy was to focus on building a new website based on usability optimization.**

CASE STUDY

key metrics

Tiger Foam's case study evaluates key metrics such as conversion rate, leads generated, and user experience. These metrics provide valuable insights into the effectiveness and efficiency of Mediaforce's strategy. The study aims to showcase improvements in these areas and demonstrate the overall return on investment resulting from Mediaforce's services.

after Mediaforce

10,000 Organic Visitors/month

110% increase in sales in 1st year

165% reduction in TTP (Time to Page)

35% reduction in Cart Abandonment