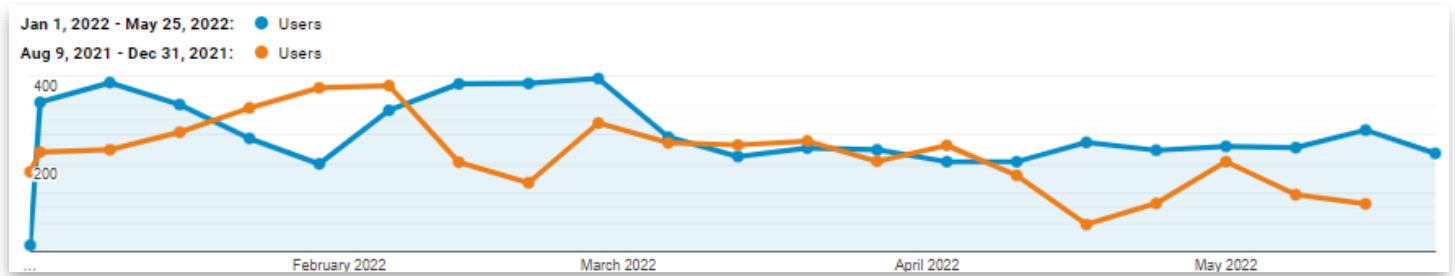


Industry: Coaching and Outplacement Consulting



Total Sessions	▲	26.76%	6,451 sessions Vs 5,089 sessions
Total Users	▲	26.64%	5,653 users vs 4,464 users
Total Goal Value	▲	71.96%	\$650,000 vs \$378,000

This client is a top competitor for leadership coaching and outplacement services. Having worked with us for many years, this client has engaged in many services to leverage every level of their marketing funnel to drive higher quality traffic, and higher quality conversions on their site. SMA and SEM have been driving quality users to the site to engage with content that is optimized by our SEO team. Leveraging content optimizations from SEO services, users have been able to find the content they want organically to enable them to convert. CRO has been implemented to capture the additional users who are showing interest and make the process of converting easier with fewer barriers based on the users' journey. Together these services have increased the highest value conversions by 71.96% period over period.

