e intelligence

A LEADING GLOBAL FULL-SERVICE DIGITAL INTERACTIVE MARKETING AGENCY

CASE STUDY

A digital marketing agency partnering with businesses to help clients meet their advertising and business goals to flourish.

eintelligenceweb.com

About Our Client

Being one of the fastest-growing marketing companies in the United States, our client offers digital marketing services to businesses. They also offer custom web, app design, and advanced marketing automation services to grow businesses.

Their Challenges & Our Solutions

With a strong focus on remarkable growth, the client wished to improve the quality of leads and online visibility and increase ROI on the marketing spend.

e intelligence was responsible for the company's digital marketing. We worked efficiently to increase the client's website's health, backlinks, organic traffic, and conversions over time.

Results

✓ Improved organic conversions from **3 to 13** (increased **333%** in a year)

✓ Improved monthly organic new users from **5658 to 6984** (increased **23.44%** in 6 months)

✓ Improved monthly organic traffic from **7229 to 8123** (increased **12.37%** in 6 months)

✓ Improved referring domains from **121 to 380** since the start of the project

✓ Increased website clicks from **4.55K to 11.7K** (increased **61%** in a year)

Default Channel Grouping	Acquisition			Behavior			Conversions Goal 1: Thank You ▼	
	Users ⍰ ↓	New Users ⍰	Sessions ⍰	Bounce Rate ⍰	Pages / Session ⍰	Avg. Session Duration ⍰	Thank You (Goal 1 Conversion Rate) ⍰	Thank You (Goal 1 Completions) ⍰
	2.49% ▲ 1,732 vs 1,690	2.48% ▲ 1,691 vs 1,650	4.50% ▲ 2,066 vs 1,977	7.94% ▼ 77.25% vs 83.92%	9.88% ▲ 1.47 vs 1.33	29.59% ▲ 00:01:31 vs 00:01:10	91.38% ▲ 1.16% vs 0.61%	100.00% ▲ 24 vs 12
1. Organic Search								
Nov 1, 2022 - Nov 30, 2022	1,042 (59.85%)	1,012 (59.85%)	1,251 (60.55%)	77.38%	1.42	00:01:35	1.04%	13 (54.17%)
Oct 2, 2022 - Oct 31, 2022	973 (57.20%)	945 (57.27%)	1,157 (58.52%)	83.32%	1.28	00:01:16	0.26%	3 (25.00%)
% Change	7.09%	7.09%	8.12%	-7.13%	10.82%	24.29%	300.77%	333.33%

Default Channel Grouping	Acquisition		
	Users ⍰ ↓	New Users ⍰	Sessions ⍰
	23.85% ▲ 7,094 vs 5,728	23.44% ▲ 6,984 vs 5,658	12.37% ▲ 8,123 vs 7,229
1. Organic Search			
Jul 1, 2022 - Dec 28, 2022	7,094 (100.00%)	6,984 (100.00%)	8,123 (100.00%)
Jan 1, 2022 - Jun 30, 2022	5,728 (100.00%)	5,658 (100.00%)	7,229 (100.00%)
% Change	23.85%	23.44%	12.37%

Domain Rating   Export

Jan 2014   Jan 2015   Jan 2016   Jan 2017   Jan 2018   Jan 2019   Jan 2020   Jan 2021   Jan 2022

☑ Total clicks	☑ Total impressions	☑ Average CTR	☑ Average position
11.7K — 1/1/22 - 12/31/22	**6.03M** — 1/1/22 - 12/31/22	**0.2%** — 1/1/22 - 12/31/22	**54.2** — 1/1/22 - 12/31/22
4.55K --- 1/1/21 - 12/31/21	**2.29M** --- 1/1/21 - 12/31/21	**0.2%** --- 1/1/21 - 12/31/21	**55** --- 1/1/21 - 12/31/21