



A LEADING GLOBAL FULL-SERVICE DIGITAL INTERACTIVE MARKETING AGENCY

CASE STUDY

A supplier of portable **toilets** for rentals for outdoor construction sites, weddings, outdoor and corporate events.

www.e-intelligence.in

About Our Client

Based in New Jersey, our client is a supplier portable toilets for rentals to construction sites, weddings, outdoor and corporate events.

Their Challenges & Our Solutions

With a strong focus on substantial growth, the client wanted to improve its online presence, achieve leads, and increase ROI on the marketing spend.

Being responsible for managing the company's digital marketing, e intelligence team worked hard to significantly increase the client's referring domains, organic traffic, and conversions over time. The results were phenomenal...

Results

- ✓ Increased monthly organic users from **973 to 1,615 (65.98% increase!)**
- ✓ Increased organic conversions from **65 to 88 (35.38% increase!)**
- ✓ Increased Referring Domains from **107 to 162 (62.96% increase!)**
- ✓ **25 target keywords** are ranking on the **1st Page of Google USA**



Medium	Acquisition			Conversions		
	Users	New Users	Sessions	Contact Us Form (Goal 1 Conversion Rate)	Contact Us Form (Goal 1 Completions)	Contact Us Form (Goal 1 Value)
1. organic	65.98% ▲ 1,615 vs 973	67.65% ▲ 1,596 vs 952	79.13% ▲ 2,112 vs 1,179	24.42% ▲ 4.17% vs 5.51%	35.38% ▲ 88 vs 65	0.00% ▲ US\$0.00 vs US\$0.00
1 Jun 2022 - 30 Nov 2022	1,615 (100.00%)	1,596 (100.00%)	2,112 (100.00%)	4.17%	88 (100.00%)	US\$0.00 (0.00%)
30 Nov 2021 - 31 May 2022	973 (100.00%)	952 (100.00%)	1,179 (100.00%)	5.51%	65 (100.00%)	US\$0.00 (0.00%)
% Change	65.98%	67.65%	79.13%	-24.42%	35.38%	0.00%

