



A LEADING GLOBAL FULL-SERVICE DIGITAL INTERACTIVE MARKETING AGENCY

# CASE STUDY



With their unmatched expertise in hermetic packaging, Ecotact Bags brings you the best-in-class packaging solutions.

[eintelligenceweb.com](http://eintelligenceweb.com)

## About Our Client

Being one of the pioneers of multi-layered hermetic packaging solutions, Ecotact Bags strives for constant innovation, value-derived, and eco-friendly practices of packaging since 2005.

## Their Challenges & Our Solutions

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

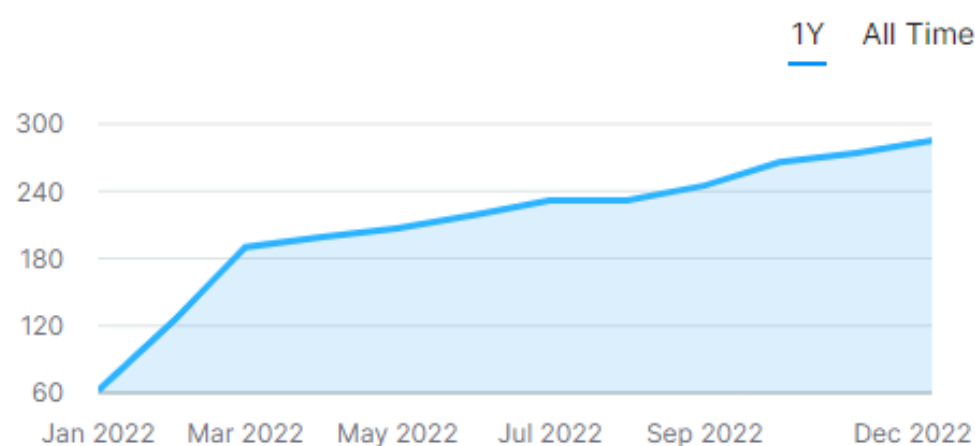
Our digital marketing intelligence was responsible for building their digital marketing strategies. We worked efficiently to increase their website's technical health, organic traffic and also worked to improve e-commerce conversions over time.

## Results

- ✓ Improved e-commerce transactions by **55.88%** (from **34 to 53**) in past 6 months.
- ✓ Improved organic users has improved by **95.66%** (from **2,925 to 5,723**) in past 6 months
- ✓ Reduced bounce rate by **80%** (from **43% to 8%**) in past 6 months
- ✓ Increased monthly organic new users from **302 to 860** (**184.77%** increase from 2021 to 2022)
- ✓ Increased referring domains by **78%** in 1 year (from **62 to 285**)
- ✓ **12 keywords** started ranking on the **1st-page** in Google SERP - **USA**.

Default Channel Grouping	Acquisition			Behavior		Conversions <span>eCommerce</span>	
	Users <sup>?</sup> ↓	New Users <sup>?</sup>	Sessions <sup>?</sup>	Bounce Rate <sup>?</sup>	Pages / Session <sup>?</sup>	Ecommerce Conversion Rate <sup>?</sup>	Transactions <sup>?</sup>
	95.66% <span>▲</span> 5,723 vs 2,925	98.26% <span>▲</span> 5,478 vs 2,763	53.83% <span>▲</span> 7,927 vs 5,153	80.49% <span>▼</span> 8.40% vs 43.06%	9.71% <span>▲</span> 4.77 vs 4.35	1.33% <span>▲</span> 0.67% vs 0.66%	55.88% <span>▲</span> 53 vs 34
1. Organic Search							
Jul 1, 2022 - Dec 29, 2022	5,723 (100.00%)	5,478 (100.00%)	7,927 (100.00%)	8.40%	4.77	0.67%	53 (100.00%)
Dec 31, 2021 - Jun 30, 2022	2,925 (100.00%)	2,763 (100.00%)	5,153 (100.00%)	43.06%	4.35	0.66%	34 (100.00%)
% Change	95.66%	98.26%	53.83%	-80.49%	9.71%	1.33%	55.88%

### Referring Domains <sup>i</sup>



### Organic Keywords 310

- Top 3
  4-10
  11-20
  21-50
  51-100

