



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.

eintelligenceweb.com

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**

Performance

Referring domains Avg. URL Rating Avg. organic traffic Avg. organic traffic value Organic pages Avg. paid traffic Avg. paid traffic cost



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%

Referring domains ⁱ [LIVE LINKS](#)

All time | One year | Last 30 days | Export

