



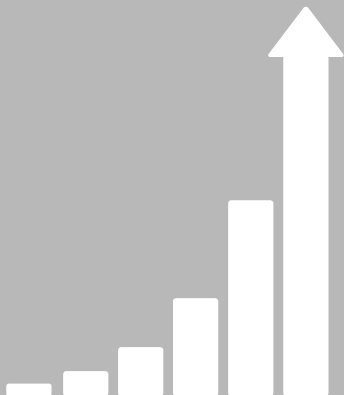
CASE STUDY

STARTING WITH JUST SEO, IRONLINE COMPRESSION EVENTUALLY SIGNED ON AS A NEW WEBQUIP USER.

IRONLINE ALSO CONTRACTED LUM.NET TO DEVELOP A STRATEGY TO ENHANCE THE SPARE PARTS VISIBILITY AND ORDERING CAPACITY ONLINE.



Internet search traffic grew 150% within 6 months.



Sales leads doubled each of the first 6 months.

CLIENT: IRONLINE COMPRESSION

CHALLENGE:

With their outdated website, Ironline wasn't capturing the Internet search traffic they wanted. Online inventory was clunky and cumbersome, and parts were an offline only sales process which severely limited the company's ability to grow their online sales presence.

SOLUTION:

- Website refresh/redesign and monthly search engine marketing program
- Products and sales lead integration between website and Salesforce
- Display all parts online with search and filtering options and quote request functionality integrated with Salesforce

RESULTS:

- Internet search traffic grew 150% within 6 months and Sales leads doubled each of the first 6 months.
- All sales opportunities tracked and managed within Salesforce with custom pipeline reports and dashboards.
- Products available for sale are easily managed within Salesforce and integrated to website for synchronized updates.