

CEP COMPRESSION:

UNDERSTANDING CONSUMERS TO BOOST E-COMMERCE



THE CHALLENGES

Though CEP had a dedicated person for managing inventory, they did not have the internal capacity to implement SEO best practices and ensure the site performed well. Inadequate SEO optimization was compounded by the need to cut off their direct Amazon business, so they also needed to compensate for that stream of revenue as well.

THE RESULTS

YEAR OVER YEAR	Q3 2018 VS. Q4 2018	VIDEO PRE-ROLL RESULTS
24% Increase in Revenue	33% Increase in Conversion Rate	\$2.43 CPM
20% Increase in Transactions	40% Increase in Revenue	\$0.31 CPC

THE SOLUTIONS

The real catalyst for improvement was a granular approach – looking at the most important small changes. This included making the homepage more user-friendly, updating the navigation for ease of use, and optimizing for the high-priority keywords to rank better in organic searches.

By creating visibility around their most important keywords, our team was able to deliver a higher quality of traffic through appearing for highly relevant intent-driven searches satisfied by customer-centric content with greater clarity. These consumers who landed on CEP's website were the right consumers who also demonstrated a greater level of intent as signaled by their searches. This led to an improved conversion rate, which also yielded increases in e-commerce revenue.

