


CUSTOMER RESULTS



At a glance

A high-pressure hydro jetter manufacturer hired Measure Marketing to boost B2B related sales inquiries and e-commerce revenue from lumbers, airports, universities, industrial farms, municipalities and large organizations with internal facilities infrastructure for maintenance. US Jetting serves over 44 countries across the globe.

 North America

CHALLENGES

- Difficult to navigate web experience with low organic visibility and little to no inquiries from new dealer networks, carriers and B2B prospects.
- Minimal e-commerce revenue from existing customers and dealer network.
- Limited resources to execute on required marketing activities.

SOLUTIONS

Measure Marketing researched the business and buyers' journey by analyzing keywords, competitors and web analytics. Stakeholders' interviews were also conducted to understand product applications and needs from buyers. The insights were then applied to redesign the website with logical content hierarchy, navigation and internal links. SEO-optimized full-funnel content was added to the website to meet the needs of buyers at various stages of their journey.

SUPPORTING FACTORS



Analytics lead conversations & strong feedback loop between teams.



Timely Communication + Account Management

Key Metrics

This business needed to increase the number of ICP focused leads they saw. Factoring in historical pipeline conversion ratios & a knowledgeable sales team we knew the revenue would follow.



98%

Increase in qualified sales inquiries YoY.



6X

increase in E-Commerce Revenue YoY.



175%

increase in Organic Traffic YoY

BENEFITS

Expanded inquiries from first time potential dealers opened up massive avenues for new business.

New first time e-commerce customers become repeat customers, which served a databased used for testing offers and winning more revenue.