

# How a leader in suspension training equipment increased their digital storefront revenue +65% in first 30 days

## AT A GLANCE

Founded in 2004, this company is a world class provider of suspension training equipment generating annual revenue of nearly \$50M, with sales channels both physical and online.

## Key results

Within the first 30 days of implementing EKOM, this company increased both their conversion rate and overall revenue by over 50%



**65.8%**

Overall revenue



**59.5%**

conversion rate

## CHALLENGES

After 20 years of operations, this company found themselves in a similar situation to many retailers

- Online sales were flattening
- Conversion rates were decreasing
- Difficult to identify high ROI opportunities

## SOLUTION

This company connected EKOM to their ecommerce platform. By pairing cutting-edge data science with intelligent automation, EKOM helped them by automating the process of:



Identifying  
sales trends



Enriching  
product pages



Optimizing  
search results

## BENEFITS

By implementing EKOM and automating their ecommerce optimization, within 33 days they saw:

**1**

**65.8%**  
increase in overall revenue

**2**

**59.5%**  
increase in overall conversions

**3**

**25.6%**  
increase in revenue from organic traffic

**4**

**9.9%**  
increase in organic traffic conversions



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# How a legacy golf apparel & accessories brand increased their sales from organic traffic **+98%** in first 45 days

## AT A GLANCE

With more than 29 years of experience, this company is a legacy provider of premium golf apparel & accessories generating annual revenue of nearly \$5M, online and in store.

## Key results

Within the first 45 days of implementing EKOM, this company increased both their overall sales and sales generated by organic search traffic



**65.9%**  
Overall revenue



**98.3%**  
conversion rate

## CHALLENGES

After 29 years of operations, this company found themselves in a similar situation to many retailers

- Flattening online sales
- Conversions from organic traffic decreasing
- Difficult to keep up with changing search trends

## SOLUTION

This company connected EKOM to their ecommerce platform. By pairing cutting-edge data science with intelligent automation, EKOM helped them by automating the process of:



Identifying  
sales trends



Enriching  
product pages



Optimizing  
search results

## BENEFITS

By implementing EKOM and automating their ecommerce optimization, within 33 days they saw:

1

**65.9%**  
increase in overall revenue

2

**74.8%**  
increase in overall conversions

3

**98.3%**  
increase in revenue from organic traffic

4

**50.9%**  
increase in organic traffic conversions



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# How a leading women's fashion brand increased their e-commerce revenue **+71%** in first 45 days

## AT A GLANCE

Founded in 2002, this company is a leader in affordable women's fashion (under \$100) generating revenues of est. \$26M both online and in store

## Key results

Within the first 45 days of implementing EKOM, this company increased both their overall revenue and revenue generated by organic search by over 70%



**71.2%**  
Overall revenue



**73.1%**  
conversion rate

## CHALLENGES

After 22 years of operations, this company found themselves in a similar situation to many retailers

- Slumping growth rates
- Increased online customer acquisition costs
- Decreasing search rankings

## SOLUTION

This company connected EKOM to their ecommerce platform. By pairing cutting-edge data science with intelligent automation, EKOM helped them by automating the process of:



Identifying  
sales trends



Enriching  
product pages



Optimizing  
search results


## BENEFITS

By implementing EKOM and automating their ecommerce optimization, within 33 days they saw:

- 1** **71.2%**  
increase in overall revenue
- 2** **23.8%**  
increase in overall conversions
- 3** **73.1%**  
increase in revenue from organic traffic
- 4** **32.4%**  
increase in organic traffic conversions



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