

STUDYING
USER BEHAVIOR
RESULTED IN AN
80% INCREASE
IN THE REVENUE
OF CANVAS BUBBLE



WHAT IS CANVAS BUBBLE?

The client is a creative organization with over 100 canvas specialists working for more than 20 years. They create products that will remain a fixture on the walls for years to come. Their products are made with innovative technology, and with inventive printing, designing, cutting, and stretching techniques. The client has gradually established themselves as the leader of the canvas printing business, with countless satisfied customers, who have become charmed with their love of art translated into spectacular décor for their walls.

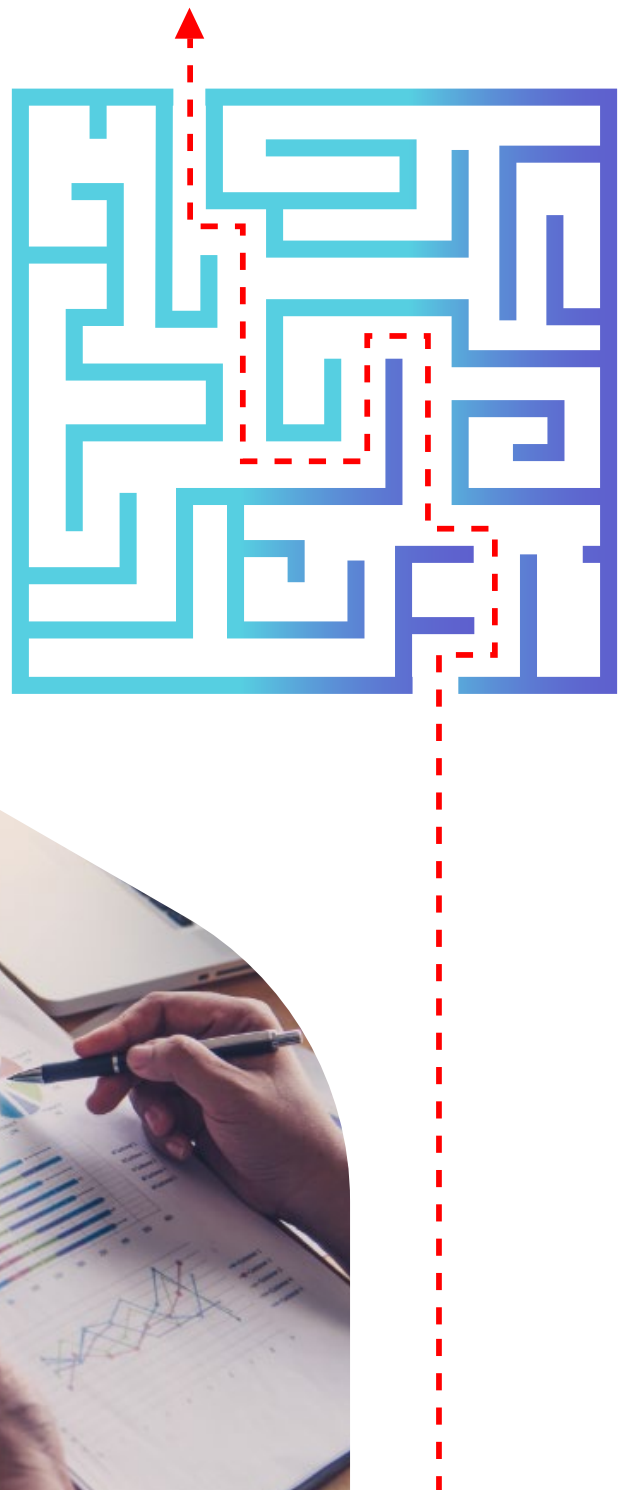
Brainvire has been in association with the client since December 2018 and has helped them with digital marketing solutions.



LESS CONVERSION RATE DESPITE RELEVANT TRAFFIC - A PUZZLE THAT NEEDED TO BE SOLVED

The client's website was garnering a good amount of visitors but the conversion rate was very low. To resolve this issue, Brainvire's digital marketing team analyzed and tracked user behavior using exclusive tools.

This helped them to understand the strengths and weaknesses of the website and identify areas that were aching in performance.





BEHAVIORAL ANALYSIS REVEALS THE CAUSE OF THE LACK OF CONVERSIONS

After the behavior analysis, we found out that users were interested in their products, but the customization and checkout process was very long and tedious. This had the users confused resulting in higher cart abandonment. To resolve this, we implemented a 3-step checkout process.

We also started the Link connector affiliate program, which increased the number of traffic on the website but the conversions didn't improve initially.



Brainvire's team restricted irrelevant traffic and allowed only genuine traffic to the website. This once again boosted the conversion rate.

SEARCH ENGINE OPTIMIZATION FOR INCREASING TRAFFIC

The client's website structure was not correct so Brainvire's team conducted a complete audit and made the website SEO-friendly. We also did a keywords analysis and targeted the content on relevant keywords.

Brainvire also started link building activity to rank the website on authority links.





SETTING UP THE CREATIVE CAMPAIGNS

To promote the website's products, Brainvire's team started organic and shopping campaigns, along with catalog campaigns on social media platforms like Facebook.

Along with organizing giveaways, event-based campaigns were also carried out on social media for festivals. We also took increased marketing efforts with influencer marketing.



OUR MARKETING EFFORTS SHOWED RESULTS

