



Implemented compelling marketing strategies for a leading Australian retailer to achieve a 66.84% increase in organic revenue

About the Client

01

Is one of the most prominent retailers of Australia

02

Has a strong presence across the continent with a network of 271 stores and a dedicated website

03

Offers exemplary online ordering and delivery services, empowering customers to shop conveniently through its website and mobile app

Business Needs

- Boost website traffic
- Ensure successful conversions by lowering the drop-off rates with the correct marketing strategies
- Increase ROI by improving visitor-to-customer conversion rates
- Amplify organic brand visibility, capture more market share, and boost revenue
- Streamline strategic decision-making with data-driven insights

Solutions

- Developed integrated digital strategies, including SEO, content marketing, CRO, and personalization, all aligned with business objectives
- Optimized the website with enhanced keywords and content to improve organic traffic, revenue, and search visibility
- Improved checkout conversion rates
- Built analytics dashboard to track website and campaign performance, capturing all key metrics at a granular level and taking appropriate actions
- Integrated a personalization engine to streamline content workflows and deliver tailored recommendations
- Boosted onsite campaigns and dynamic offers with effective strategic planning and execution

Technology Stack

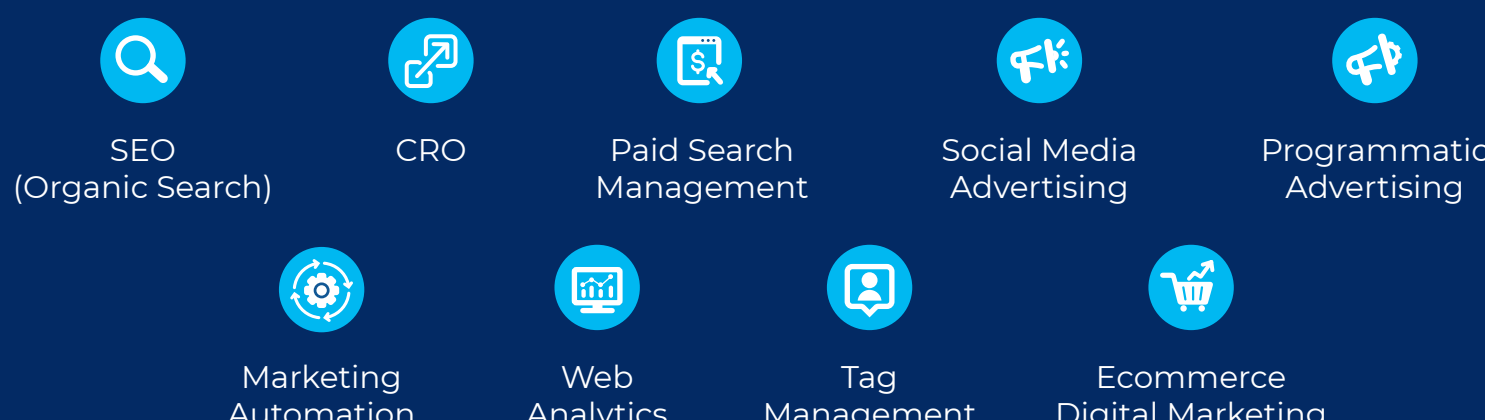


Business Impact



- Achieved a **66.84%** growth in organic revenue
- Boosted the year-over-year revenue growth by **97.86%** through personalization
- Boosted quarterly impressions by **56.75%** and organic clicks by **45.42%**
- Improved the organic quarterly visits by **21.72%**
- Increased the CTR on the cart page by **30%**
- Reduced the drop-off rate by **47%**

Cybage Content Services



Driving revenue growth through effective marketing strategies

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