

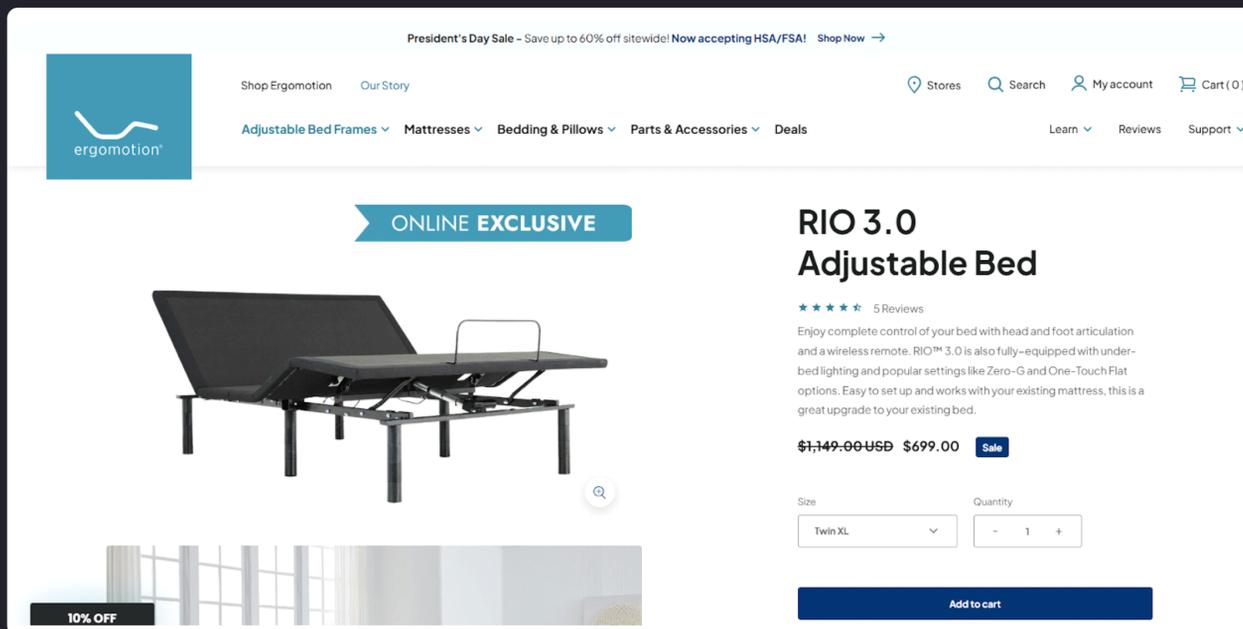
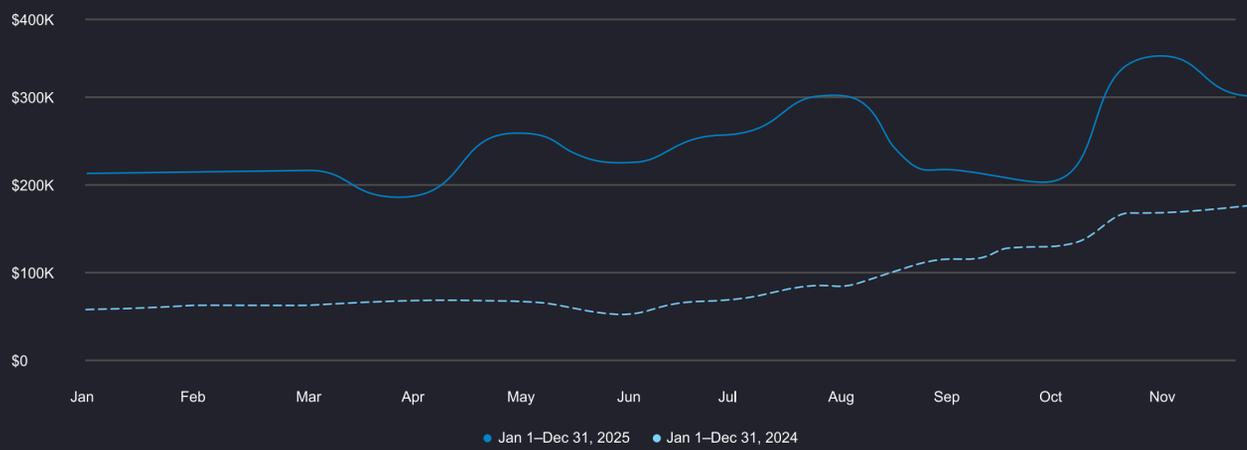
# We Scaled Organic Revenue By 64% For Ergomotion

## Problem

Ergomotion was getting tons of traffic, but having a hard time getting people to make a purchase. This resulted in extremely low conversion rates and declining sales for the brand.

Total sales over time

**\$3,157,837.42** ↑179%



## Solution

- Knowing this is a research-heavy, very mature market, we focused on fleshing out multiple touch points and performed CRO work on the website.
- Each channel has its own unique narrative based on traffic quality to speak directly to consumer doubts and opportunities.
- Added Meta remarketing to their strategy, speaking to specific pain points to bring traffic back to the site.
- Heavily increased our SEO content to get Ergomotion ranked for top queries in the market.
- Worked with the internal teams to set up consistent organic social content & email flows to further engage the brand's potential buyers.

## Results

⬆️ **+64% Organic Revenue**

⬆️ **+14% CVR**

⬆️ **+179% Total Revenue**

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Ergomotion didn't have a traffic problem. They had a trust and clarity problem. Once we aligned every touchpoint around how people actually research and buy in this category, conversion followed. The growth was a byproduct of finally meeting customers where they were in the decision process."

**Ty Ziton**  
Growth Strategist