

## Creating an Engaging Digital Campaign to Deliver Organic Traffic and Increased Revenue

### Our Client

Since 1988, MTI Baths has earned a reputation for impeccable quality, innovation and unique customizations for its expansive line of bath products. MTI offers fine products in acrylic, engineered solid stone and wood, all manufactured with care in the USA. MTI's Designer Collection includes over 100 bath models, constructed of high-quality cross-linked cast acrylic. As committed as MTI is to cutting-edge design and materials, of equal importance is environmental responsibility.



### The Challenge

Digital marketing was an important component of the firm's marketing strategy, and they were keen to increase visibility, impact and audience reach to become the most searched for interior bath design brand in their category and to achieve a better return on marketing investment. They were looking for a full-service agency able to increase leads while reducing the overall cost of each lead in the B2B space. An important part of the project was to also attract more customers – mainly interior designers and builders – to visit their showroom, and to also attract more buyers from multinational hotel chains. The overall goal was to increase digital channel conversions from 82,312 to 105,000 within 12 months.

After speaking to our team and looking at our incredible success delivering projects for clients in the same vertical, they were keen to work with us.

## Our Solution

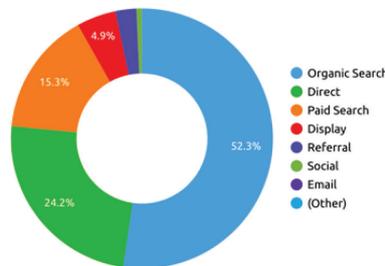
We worked in partnership with MTI to deliver their digital marketing objectives, working across the breadth of digital engagement tools to reach potential customers. This included a full search engine marketing campaign, article marketing, pay-per-click (PPC), link building and sales generation strategies, together with a search engine optimization campaign to drive organic traffic to the site.

Combined, these activities attracted lots of new warm leads and delivered significant revenue gains.

### Organic traffic compared to other channels

Channel	Sessions	% New Sessions	Bounce Rate	Avg. Session Duration	Goal Conversion Rate	Pages / Session
1. Organic Search	303.9K	48.2%	30.21%	04:23	105.64%	5.4
2. Direct	140.8K	48.71%	42.06%	03:57	83.73%	4.2
3. Paid Search	89.1K	53.47%	32.16%	03:42	89.46%	5.2
4. Display	28.3K	66.6%	85.68%	36	10.04%	1.6
5. Referral	15K	51.6%	38.05%	04:44	80.09%	4.8
6. Social	3.9K	77.8%	54.77%	01:58	77.09%	3.1
7. Email	52	5.77%	19.23%	02:44	92.31%	3.2
8. (Other)	7	57.14%	57.14%	01:13	0%	3

Where does traffic come from?



Users Increased  
**27%**

New Users Increased  
**29%**

Sessions Increased  
**26%**

Goal Conversion Rate Increase  
**19%**

Goal Value Increased  
**2993%**

Goal Completions Increased  
**49%**

*“The team at Avenue180 have been instrumental in helping us create a digital go to market plan for our marketing. With these guys we’ve been surpassing every goal set at the beginning of each year. These guys are rock stars. Want leads that convert into revenue? Call these guys. That’s all I’ve got to say!”*

Director, MTI Baths

## About Us

Avenue180 is an industry leader in digital marketing and interactive design. Our company was founded on the philosophy that great people create great digital marketing campaigns and we attract the best and brightest people in the industry through our reputation for delivering work of the highest quality. We deliver the kind of results that will take your company to the next level and beyond.

Our team of marketing specialist have years of experience in creating effective digital marketing plans and media solutions. Along with that experience is a passion for developing the very best campaigns for our clients. Teamwork is one of the keys to our success. Our work environment allows us to easily interact with each other and share new ideas and cutting-edge concepts.