

DIGITAL MARKETING
CASE STUDY:
NATIONAL



SEGWAY

Iconic Brand Revamps its E-commerce Website and sees 60.2% more Conversions in the first 6 months with a 90.2% Increase Year-over-Year

THE CLIENT



Segway's two-wheeled transporters revolutionized the PEV industry and today can be seen major cities across the globe. To bolster and boost B2C sales, Segway hired Studio 3 to redesign its store website to improve the UI/UX and conversion rate.

- Upgraded the site with custom Magento installations, extensions and key security and stability features.
- Migrated to a superior server, deploying new scripts and failsafes, creating a CICD pipeline for continued updates.
- Redesigned the site with a vastly improved UI/UX in line with e-commerce best practices.
- Revamped asset delivery using a CDN and reduced server requests by 8.2Xs to make the site lightning-fast.
- SEO optimized to attract a greater volume of organic traffic.

THE SERVICES

- Website Design & Development
- Search Engine Optimization (SEO)

THE RESULTS

60.2%

increase in E-Commerce CVR
(Conversion Rate) Year-over-Year

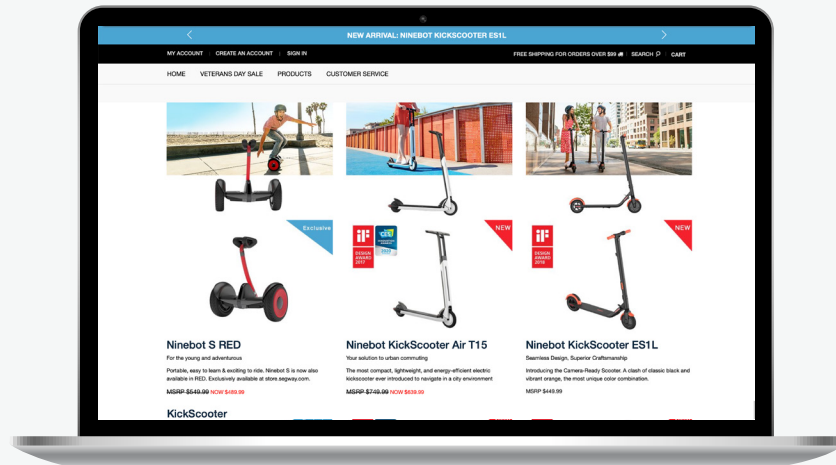
106%

more volume of E-Commerce
Transactions Year-over-Year

75.8%

increase in Website Revenue
Year-over-Year

THE REDESIGN

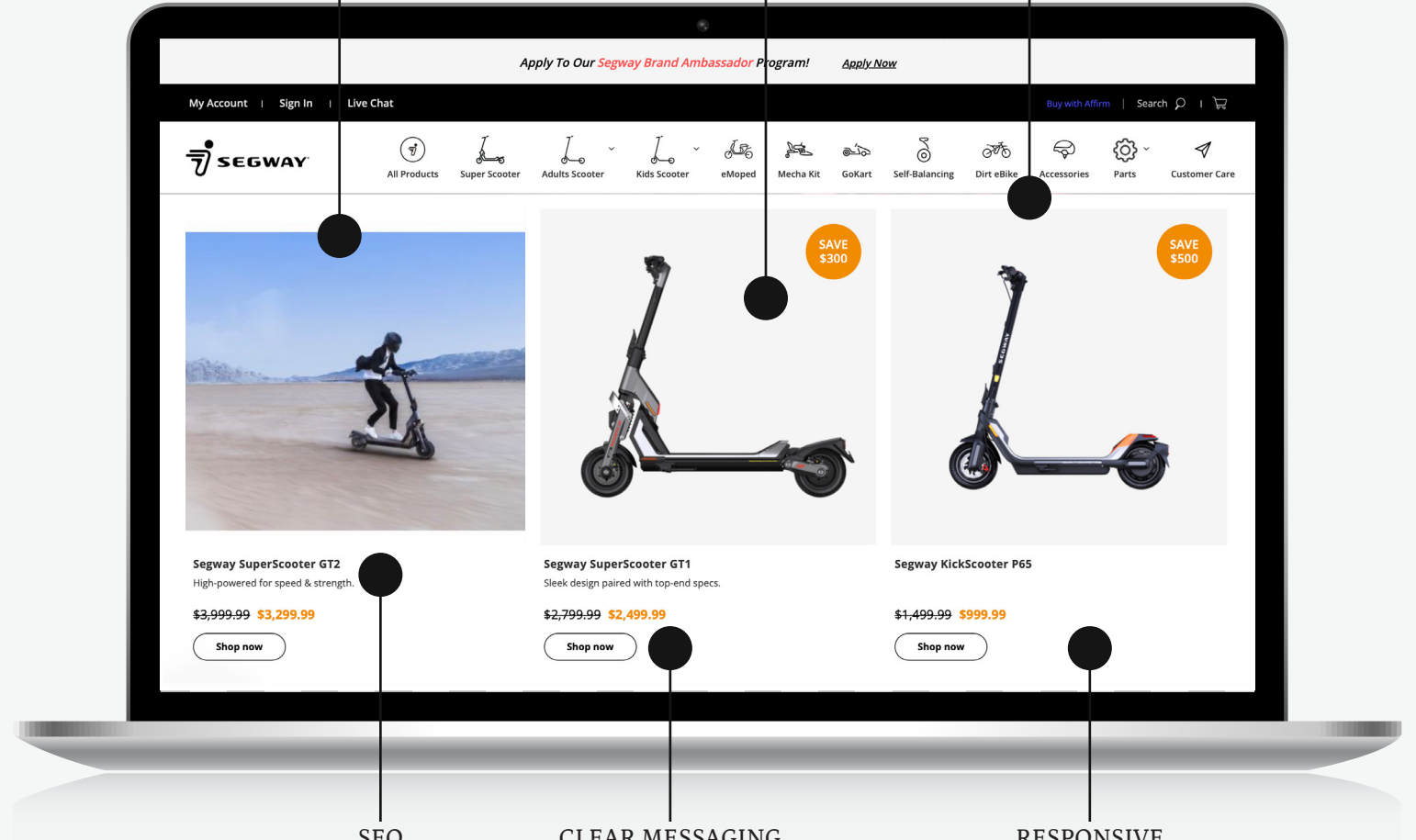


BEFORE

ELEVATED VISUALS

REFINED LOOK AND FEEL

INTUITIVE CHECK-OUT



SEO OPTIMIZATION

CLEAR MESSAGING & CTAS

RESPONSIVE DESIGN

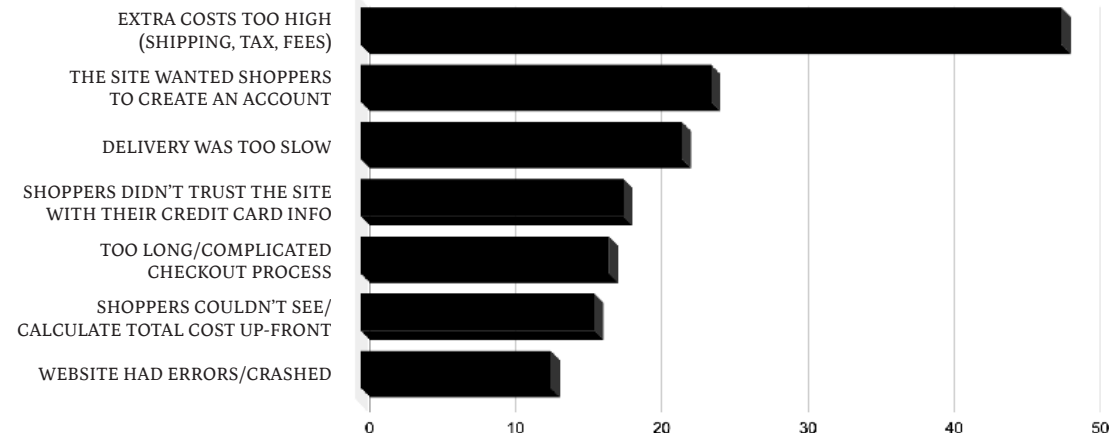
AFTER

THE TAKEAWAY

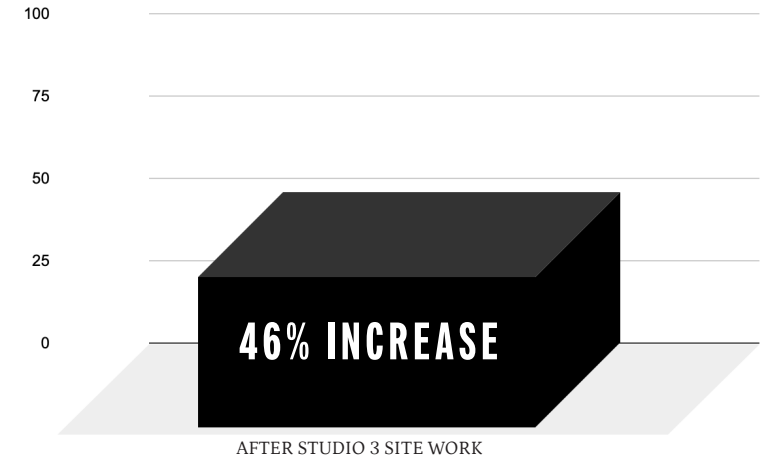
Statistically, most of the reasons why consumers decide to abandon an online purchase relate to a subpar website experience.

- **69.4%** of internet users, ages 16 - 64, use mobile devices for shopping at least once a month.
- **86%** of millennials do the majority of their shopping online.
- **47%** of shoppers surveyed say they're willing to pay more for a better and faster shopping experience.

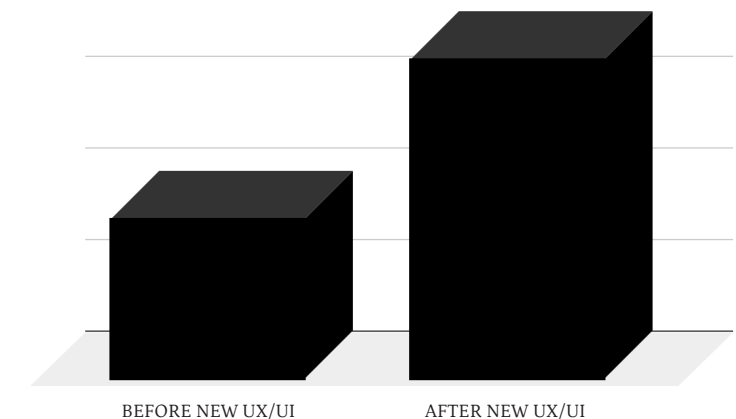
THE MOST COMMON REASON FOR CART ABANDONMENT IN THE US

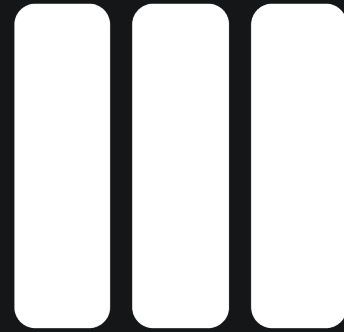


SEGWAY'S SERVER RESPONSE TIME



SEGWAY'S E-COMM CVR COMPARISON





MARKETING THAT MEETS YOUR CUSTOMERS

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