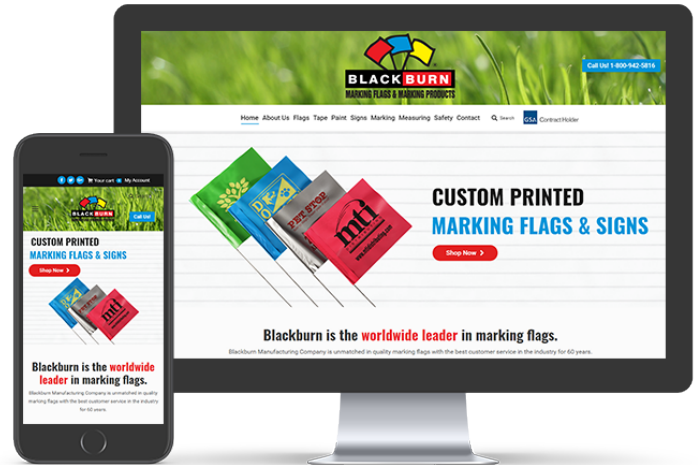


# New Ecommerce Website Results in Double Online Traffic



When Blackburn came to Proof Digital, they had an outdated site in which they had no control. They were not ranking for their products, and online sales were basically non-existent.

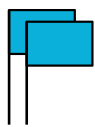
Over the past two years, we have worked with Blackburn to double their website traffic. Their engagement has skyrocketed, and their sales have dramatically increased.



## RESULTS AT A GLANCE | Blackburn's Success Story



**3x**  
Pageviews  
on Website



**1000's**  
Unique Product  
Variations



**1 1/2**  
More Minutes  
per Session

“I cannot thank you enough for everything you all have done for us! From the very first phone call to the ongoing commitment you have shown our company. You have a top notch company and I would recommend you over and over again.”

*Krista Schindler*  
Marketing Director | Blackburn Mfg. Co.



## COMPANY

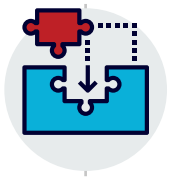
Blackburn Manufacturing is a family-owned business that has been in the industry for over 60 years and is now the worldwide leader in marking flags and other marking products. In order to reach clients nationally and internationally, Proof Digital created an eCommerce website featuring hundreds of unique products with thousands of variations. We also built an improved ordering system that reduces employee time and increases accuracy. Just two weeks after launching the new site in 2015, we saw a **252.98% increase in pageviews, and a 71.64% increase in session duration.**



## THE CHALLENGE

Blackburn had an outdated site in which they had no control. They were not ranking for their products, and online sales were basically non-existent. There was no data at all on what products visitors were interested in, and they were losing business to competitors online. Company owners knew they needed change and a partnership with someone they could trust who could help them build a secure and effective eCommerce asset for their business.

In addition, their supply chain and shipping process was extremely complicated. Different items were shipped in different size boxes without clear guidelines, and sizes, shapes, and weight varied greatly. Because their elaborate shipping process was the basis of their operation, it could not be changed.



## THE SOLUTION

We worked hand-and-hand with the Blackburn team to gain a deep understanding of their internal processes. As a result, customized shipping formulas for the hundreds of variations already in use were developed to work within their current shipping system, ensuring accurate shipping costs. Next, we created an appealing website that beautifully displays their products and is easy to navigate. On the back-end, we worked to ease their systems to improve accuracy and lessen time in managing orders. Ultimately, we built a tool to complement existing processes and procedures - one that would work for them, not against them.

We have also worked to get them ranking and found on Google. Just Google "printed marking flags" and see for yourself!

After the site was set up, our work did not stop there. We implemented advanced analytics so we could monitor the site in detail. This allowed us to track the total revenue generated by the site and determine which products were the most popular, which source of traffic generated the most revenue, and much more. We are passionate about working with ecommerce sites because we can show clients tangible proof that our actions are impacting your sales.

The bottom line? We use data and online marketing tactics to continuously improve their site - increasing quality traffic/users, increasing average order values, increasing their overall revenue (from the site and offline), and increasing transactions. We use effective tactics to understand consumer behavior on both the Blackburn and competitors' sites.

