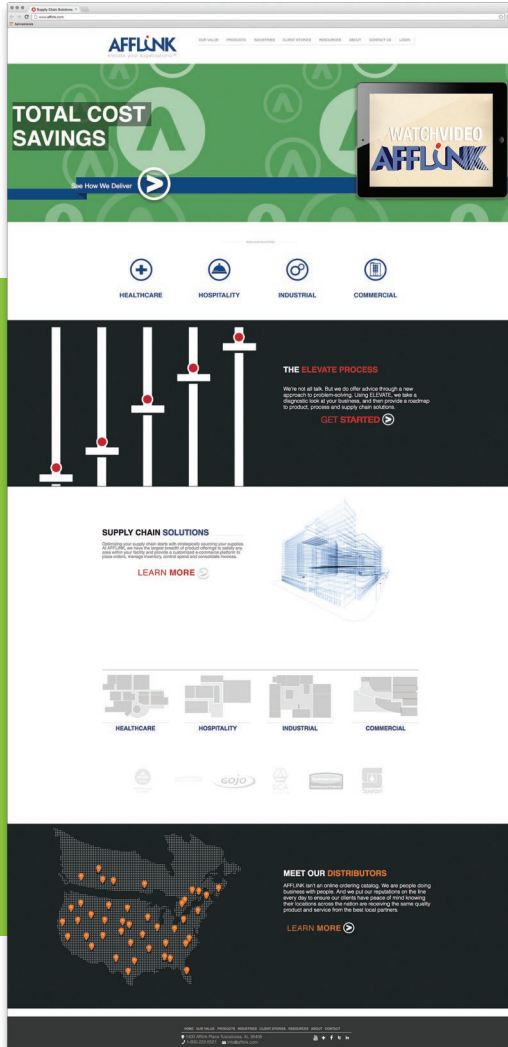
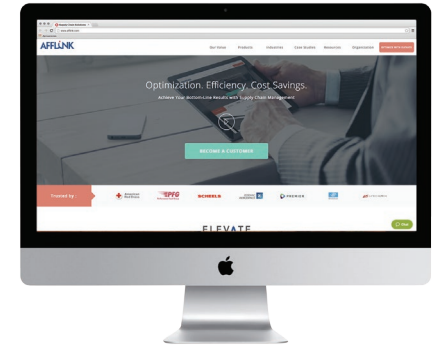


[ OLD SITE ]

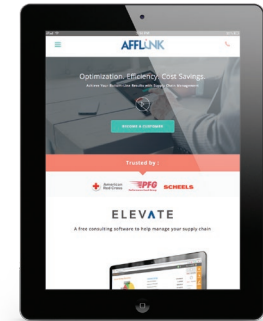


[ REDESIGNED SITE ]



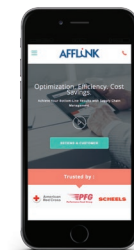
**DESKTOP**

12% increase in organic traffic from old to new site



**BOUNCE RATE**

13% decrease in bounce rate from old to new site



**MOBILE**

50% increase in organic traffic from old to new site

- Become a customer** - 20% conversion rate - since launch
- Become a supplier** - 36% conversion rate - since launch
- Become a distributor** - 15% conversion rate - since launch
- Webinar** - 17% conversion rate - since launch
- Ebook** - 30% conversion rate - since launch