

Analytics Case Study

A 524% increase in leads for Cintas Corporation

Campaign goals: Cintas Corporation wanted to meet or exceed year-over-year website lead generation and continually optimize the user experience on the Cintas.com.

Challenge: Cintas.com had to accommodate eight diverse business units and multiple verticals, each with a different selling proposition and lead generation process. Lead generation efforts had to balance new customer acquisition and current customer cross-sells — yet couldn't usurp sales from the ecommerce site. The recession hit, traffic generation budgets were cut nearly in half, yet annual goals for lead growth through the site still had to be met. Facing these challenges, Cintas turned to AgencyAxis.

Our approach: Drive more qualified traffic to the site, then maximize conversion at the site. To maximize conversion, performance metrics had to be trackable and accurate. Pay-Per-Click advertising and Search Engine Optimization — the traffic generators — were integrated with analytics tools for seamless testing and isolation of top performing ads and landing pages.

For traffic that reached the site from other channels besides PPC and SEO, the entire site needed to be optimized for conversion.

An analytics expert from AgencyAxis meticulously reviewed the site every month to separate the wheat from the chaff in reports and provide Cintas with actionable recommendations such as:

- How to use surveys strategically to gather research and learn buying behaviors
- Where and how engagement tools such as mini-forms and calculators should be used as a conversion tactic

- What content should be added to pages -- or removed -- to get visitors to convert
- Where and how cross-selling should take place between business units
- What techniques to employ for more clicks on the offer
- How to use best practices to reduce attrition on the lead conversion form
- The use of A/B split testing and multi-variable testing on high volume pages for layout, button colors, call-to-action verbiage, and more.

A C-level presentation with highlights from the site, progress towards goals, recommendations, and data to support the recommendations, was performed monthly. Once recommendations were approved, AgencyAxis handled turn-key execution on site modifications including strategy, creative, back-end programming, testing, and follow-up analysis.

Results: The number of monthly leads, already significant, grew over five-fold in 35-months — an increase of 524%.

