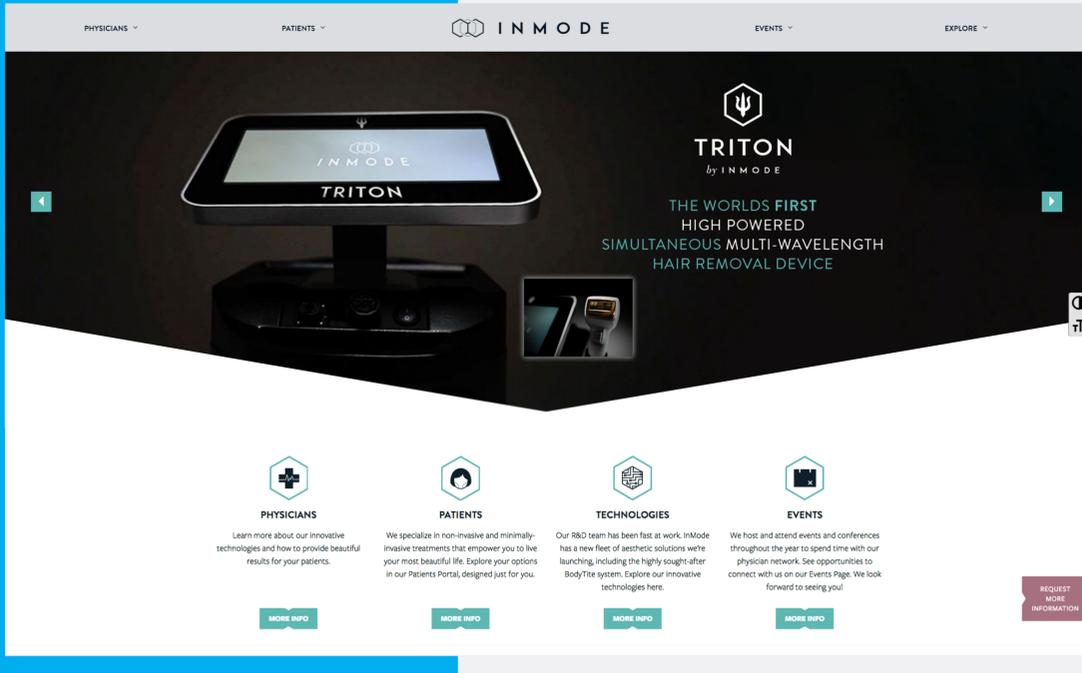


Case Study

InMode



Wordpress website redesign featuring Eventbrite integration and media query enhancements.



Background

INMODE is a medical-grade technology company looking to improve lead generation from physicians and dermatologists requesting more information on product solutions.

They also want to position InMode as an industry innovator and thought leader in the medical community.

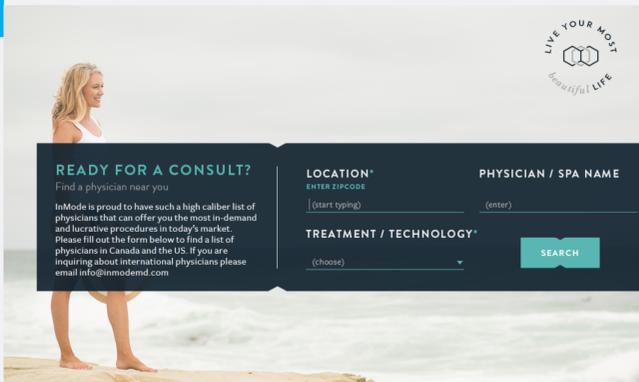
Recommendations

- Restructure the sitemap to improve userflow while showcasing a creative rebranding.
- Integrate Eventbrite for event-planning, scheduling and attendance tracking.
- Beef up Wordpress to offer a more robust and efficient content management system.

Goals

To provide easy access to product data and improve visitor registration.

- Visitor Traffic
- Session Time
- Physician Searches
- Event Registrations



November 2017 to May 2018



Visitor Traffic



“Learn More” CTA Clicks



“Contact Us” Submissions



Rich Media Downloads

Visitor Traffic

14,151 to 35,709

Strategies + Tactics

1. Physicians' Finder

In the first 6 months since the new website launched, twice as many visitors have used the custom search to find specialized physicians in their local area.

2. Event Scheduling Platform

There has been an increase in registrations and attendance to industry related events promoted on the website.

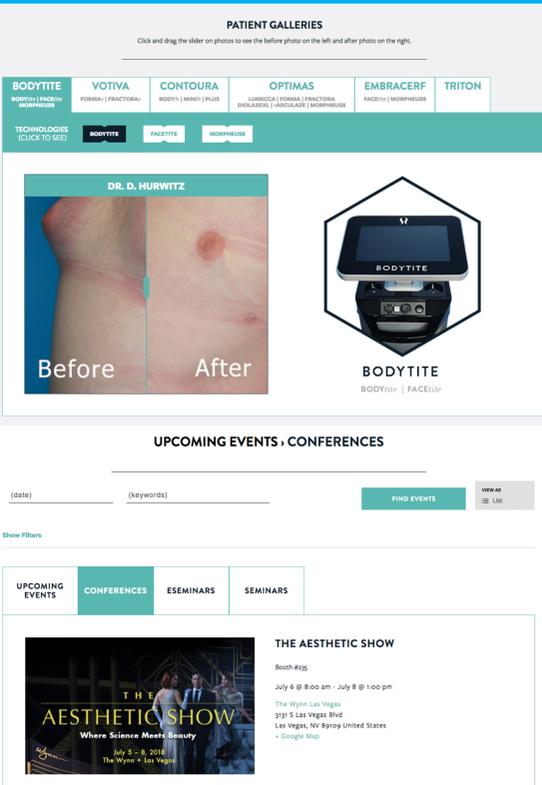
3. Media Library Optimizations

The amount of media downloads from the website has tripled in the first 6 months after the new website was launched.

“Learn More” click rates jumped 5x in the first 6 months.

4. Comparison Slider Widget

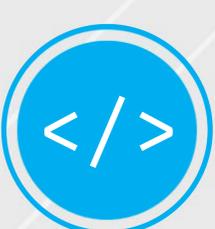
The “Before / After” page generated twice as much traffic as the result of an interactive slider widget that allows visitors review patient results for every product solution.



Services Used



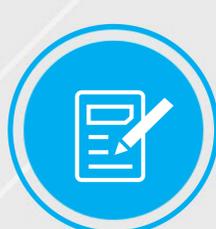
PAID SEARCH



WEB DEV



CREATIVE



EVENTBRITE

