The Power of Data - Achieving Surge in Conversions by 33%

The Customer

Mans Lumber & Home is a construction business based out of United States. Established in 1900, they have focused on providing affordable homes to the population .Collideascope, a dynamic marketing agency, utilising the invaluable data insights, took charge of crafting and executing dynamic marketing campaigns.

The Challenge

The customer faced the challenge of optimizing its online presence to drive tangible results. With many products and services to offer, understanding the digital landscape effectively was very important and new for them.
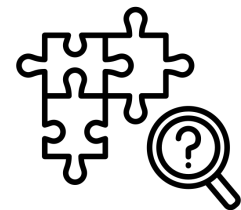
The Solution

We analysed user behavior to get insights, allowing for the optimization of the user journey. We identified a potential bottleneck in the user journey for the majority of visitors coming via mobile devices: it was difficult to access location-specific information. We hypothesized that enhancing the visibility of local phone numbers for mobile users could significantly improve user experience and, consequently, conversion rates. We implemented the hypothesis on the website directly within the menu to streamline the process for users to find relevant contact information with ease.
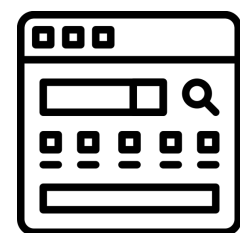
The Impact

- Improvement in the overall conversion rate by 38%
- Qualified leads also increased by ~185%
- Cost Per Acquisition (CPA) dropped by 60%

Tech Stack

Google Tag Manager, Google Analytics, Google Ads, Google Marketing Platform

Customer Speaks

"We are thrilled with the transformative results achieved through our partnership with Collideascope and DataSlush. In just three weeks, we've experienced a notable increase in conversion rates. This impact portrays the effectiveness of their strategies and the power of data-driven decision-making. We couldn't be more impressed with the dedication, expertise, and innovation demonstrated by the Collideascope and DataSlush teams. For any company seeking to maximise conversions and drive growth in the digital landscape, we recommend partnering with Collideascope and DataSlush." – Mans Lumber

About Us

DataSlush is a data & AI consulting and research company - providing Analytics, AI, Data Engineering services and solutions. At the frontier of knowledge in data analytics and Generative AI/LLM, we continuously push the boundaries of innovation to stay ahead of the curve. Our team of experts combines cutting-edge research with practical expertise to develop solutions that drive tangible results for our clients.

Our purpose is to **bring certainty and innovate for a better tomorrow**.

50+
Delighted Customers

80+
Projects Completed

96%
Net-Promoter Score

20
Subject-Matter Experts