



Client Case Study

DIET MEAL PLAN SERVICE GENERATES A 5X
INCREASE IN SITE CONVERSIONS

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BrentonWay



BRENTON WAY INC.

Our Approach

EVERY BUSINESS IS UNIQUE, SO WHY SETTLE FOR TRADITIONAL MARKETING CAMPAIGNS THAT PROVE NO ROI? BRENTON WAY'S CORE BELIEF IS THAT YOUR UNIQUENESS IS FOLLOWED WITH TAILORED SOLUTIONS BY A WORLD CLASS MARKETING TEAM. EXPECT AGILE GROWTH ACROSS VARIOUS VERTICALS AND A PLANNED OUT LONG-TERM STRATEGY TO POSITION YOU AS A THOUGHT LEADER IN YOUR VERTICAL.

BRENTON WAY USES TECHNOLOGY AS A CATALYST TO DRIVE DEEP DATA ANALYSIS AND PROOF OF CONCEPT STRATEGIES FOCUSED ON BUILDING VALUE AND NOT "FLUFF". BRENTON WAY IS A DATA-DRIVEN MARKETING AGENCY WITH A FOCUS ON BUILDING VALUE. WE BRIDGE THE GAP BETWEEN YOU AND YOUR AUDIENCE BY USING INNOVATIVE TECHNOLOGY. LET US BRING YOUR IDEAS TO LIFE.

SINCERELY,
JONATHAN SAEIDIAN, CEO

CONTACT US
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02/10



Brenton Way

Overview

COMPANY

Personal Trainer Food

WEBSITE

personaltrainerfood.com

COMPANY FOCUS

Personal Trainer Food delivers delicious pre-cooked and flash frozen meals right to your door. All you do is heat and eat, and you'll lose weight.



Client Requests

- Better understand site user behavior
- Improve their TOFU (Top of the funnel) conversions
- Convert more TOFU leads to paying customers
- Improve the brand copy & messaging

Our Solutions

- Conversion Optimization
- Copy Creation
- UX Improvement

3000 MONTHLY
ACTIVATIONS

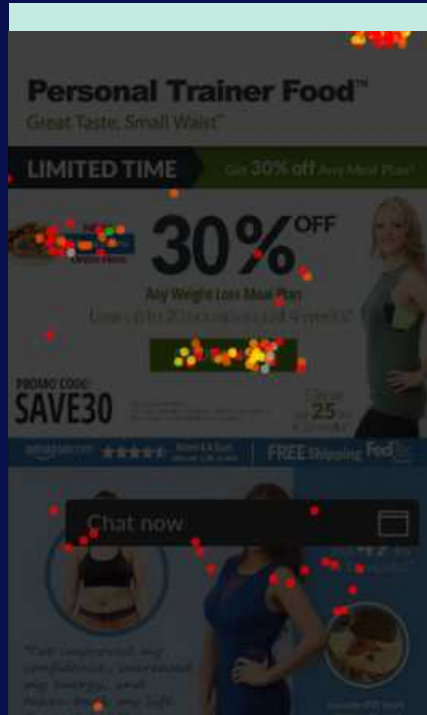
9.45%
MONTHLY LEAD
CONVERSIONS

RESULTS

100 NEW
MONTHLY
SALES
CONVERSIONS

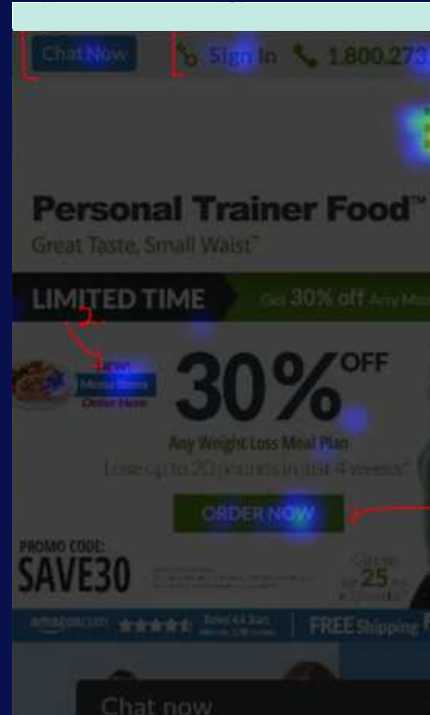
200% FUNNEL
IMPROVEMENT

Conversion Analysis



Click-Intent

We broke down the locations customers clicked on the most.



Hover-Intent

We broke down the locations customers hovered on the most.



Engage-Intent

We determined how far down of the website users were willing to visit.

Converting Better

Generated hyper-targeted brand influencers by accessing our exclusive database of contacts & using our seamless outreach process



A/B Testing

A/B testing plan and documentation was a key factor in reaching our 3X in site conversions. We used these data points to understand the clients intent.

Improved Copy Direction

Improved copy of landing pages based on the feedback we received from client reviews.

Multiple CTA Iterations

We were able to also A/B test the different iterations of copy based on the pages they visited.

Contact Us

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