

CLIENT STORY



Seconds Make All the Difference for Industrial Safety Brand's Bottom Line

SOLUTIONS DEPLOYED

- Strategic and Analytical Planning
- SEO Strategy and Page Planning
- Digital Optimization and Insight Implementation

BLASTX
CONSULTING



8.5x ROI

After Page Speed
Improvements





8.5x ROI

After Page Speed Improvements



+\$3,101

Increase in Daily Revenue



-1.3 Sec

Average Page Load Time

Client Need

NSI, a national leader in industrial safety, needed to improve page load times to remove the negative impact they'd been seeing on KPIs. Lagging page speed affected every aspect of the customer experience, including acquisition performance – and therefore their bottom line. They partnered with BlastX Consulting to improve overall page speed and positively impact other target areas.

BlastX Consulting Solution

BlastX Consulting analyzed average page load speed, average revenue per user, and overall revenue by looking at Google Analytics data month-over-month from January through March 2021. Through this analysis and the statistical insights it afforded, BlastX developed a strategic improvement plan.

Once the recommended changes were in place, BlastX data scientists carefully collected and analyzed website and channel data and applied Regression Discontinuity Design modeling, which revealed a significant 1.3 second decrease in average page load speed after the changes were implemented.

The results of these efforts were impressive, delivering an 8.5x ROI and more than a \$3,000 increase in daily revenue through page speed improvements alone.