



THE CHALLENGE

Cambridge Engineering, Inc. is committed to enriching the lives and work conditions for everyone through providing the highest quality and most efficient space heating, ventilations, and cooling equipment. In order help achieve their goals they worked with SteadyRain to improve their overall marketing strategy and become more efficient with their paid marketing efforts.



DIGITAL STRATEGY



UI/UX DESIGN



FRONT END DEVELOPMENT



WEB APP DEVELOPMENT



DIGITAL MARKETING

THE SOLUTION

SteadyRain provided Cambridge with a strategic and efficient solution to match their lean business model and focus on brand awareness and visibility. Throughout the consulting process SteadyRain could discern how Cambridge operates and what their goals were allowing them to generate a unique solution just for their needs.

SteadyRain built and launch their search engine optimization management and paid search campaigns in August 2014 and have since seen great improvement.

RESULTS

SteadyRain took over Cambridge Engineering's paid search efforts and has seen the following:



14% Increase in Overall Site Traffic



42% Growth in Paid Traffic



600% Increase in CTR on Paid Search



172% Increase in Goal Completions

