



WEB
BEHAVIOUR
SPECIALISTS

CASE STUDY: FONTAIN

179% Improvement in Conversion Rate

Technical website audit, digital & content strategy,
set-up & management of PPC campaigns



WBS X FONTAIN



Fontain

Lithographic, digital & large format printers.

Having been established in London for over 25 years, Fontain offers digital and lithographic printing with fast turnaround to clients throughout the UK.

Offer

Commercial printing & design services

Clients

Waitrose, John Lewis, Transport for London, L&Q

Objectives

Increase brand awareness & lead generation

Conversions

Order printing jobs





The Challenge

Two important players on the printing market in London, SPM & Kube, merged and became Fontain. Now combining digital and Lithographic printing to increase their offer.

Increase orders

With no previous paid or organic campaigns, website enquiries were low. Fontain wanted WBS to create an effective multichannel strategy to increase orders from the website.

Name change

As the recent merger wasn't entirely known, they wanted to ensure clients from the previous brands could find them

Positive ROI

In a highly competitive London market, ensuring a positive ROI from the start was essential for continued growth.

Standard jobs

Increase number of requests for standardised jobs, which are less time consuming and free up capacity to increase volume





The Solution

Create a multichannel marketing strategy

1

Content strategy

Detailed keyword research based on search volume with a focus on high intent searches. Improve organic ranking as well as quality score for Paid Search

2

UX improvement

Detailed website audit showed a poor user experience which was negatively impacting conversions. WBS updated the website to be responsive and fast.

3

Paid Search

Launching and managing campaigns for Fontain as soon as UX was improved was an important step that brought 179% more conversions at an excellent cost. Through continued optimisation and competitor monitoring, Fontain obtained qualified, ready-to-buy leads that were easily converted.





The Results

Increase awareness and acquire new leads via website

The solutions implemented brought excellent results in terms of budget-spent efficiency, new customers and reach. With the same amount spent each month, search impression share increased by 50%. This meant Fontain reached more potential customers, generated many more leads and converted more clients, all at a lower cost than before.

68%
positive ROI

50%
more impressions

179%
conversion rate
increase

150
new leads
in 1st 3 months



The Testimonial



Working on a variety of projects together incl. SEO and PPC, WBS proved to be an expert in their field. They are very collaborative, efficient and professional.

They deliver great results, share their knowledge with our team and provide additional insights for strategic business development beyond their initial remit.

They are a pleasure to work with.



UK Marketing Manager | Celeste Morrissey



About WBS



Driving business performance

We are a team of multilingual digital marketers offering a wide range of digital marketing services tailor made for your business. We help our clients meet their digital challenges & we take pride in forming lasting relationships with them. We are all about numbers and results. Here are the most important ones about us:

53

**Running campaigns
in 53 countries**

100k

**100k conversions each
year for our clients**

100%

**Google
certified team**

12

**We speak 12
languages**



Get in touch to discuss your digital marketing needs

team@web-behaviour.com

0203 890 4426