

Case Study: Chargepoint

Chargepoint Increases In Goal Completion by **+60%**

Objective:

To boost organic search visibility and drive conversions effectively, the strategy will center on crafting transactional content and meticulously optimizing it for maximum conversion potential.

Insights:

- Created compelling transactional content
- Optimized it with persuasive CTAs and user-friendly design
- Continuously analyzed and refined based on conversion metrics.

Tools Used



-chargepoint+

ADLIFT

46%

Increase in Organic Traffic

60%

Increase in Goal Completion

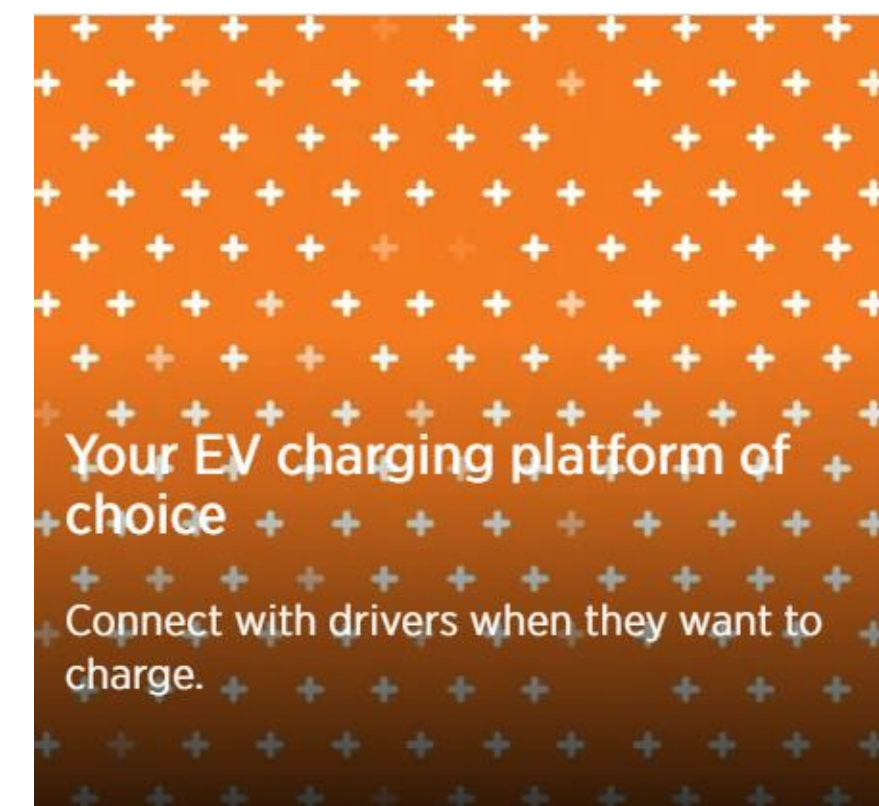
43%

Increase in new Users

44%

Increase in Top 3 Keywords

-chargepoint+



EV charging should be easy.

From organizations and fleets of all sizes to drivers across Europe and North America, our goal is to make it simple for everyone to go electric.