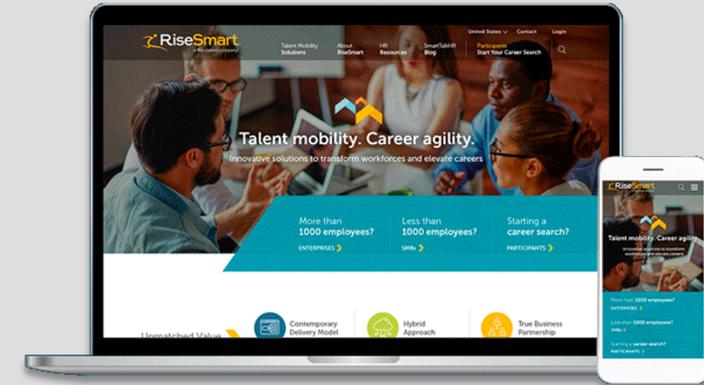




Randstad Risesmart Case study



Website:
New site boosted web traffic by
150%



The Challenge

- Previous Website had performance issues and a poor user experience
- As a leading provider of global talent mobility solutions, showcase thought leadership

The Solution

- Conversion focused design (UX/UI)
- Implemented SEO & Analytics while building the website

The Results

32%

Increase in Traffic ▲

15%

Increase in monthly conversions ▲

62%

Increase in Traffic to Solutions ▲

85%

Increase in Demo conversions ▲



We had very aggressive goals around visitor engagement for our new website. I'm happy to say that with the help of Position², we have surpassed virtually all of our goals. Our new website correctly positions RiseSmart as the market leader and enables us to grow much more seamlessly in the upcoming years.

Dean Silvestri
Director of Creative Services
at RiseSmart



Standard
of Excellence