

Brydge Saw A 63% Increase In Their Conversions By Incorporating A Countdown Timer On Their Page



Brydge offers innovative, detachable accessories for mobile and desktop devices for the modern lifestyle. Brydge helps digital consumers stay connected whether in the office, in the classroom, on the road, or at home by creating premium products that support everyday life.

Brydge was in search of an experienced partner that could deliver results and was proactive in their ability to scale, so they decided to combine forces with Search Bloom's Conversion Rate Optimization team. Through constant testing on CRO techniques, Brydge saw a 63% increase in their conversions, a 54% increase in their conversion rate, and a 29% increase in their revenue after Search Bloom implemented a countdown timer on Brydge pages. Brydge also saw success in their campaigns with additional CRO techniques such as optimizing their product page, removing hero banners on their landing page, and removing preorders that led to the increase in conversions and conversion rates.

The Results

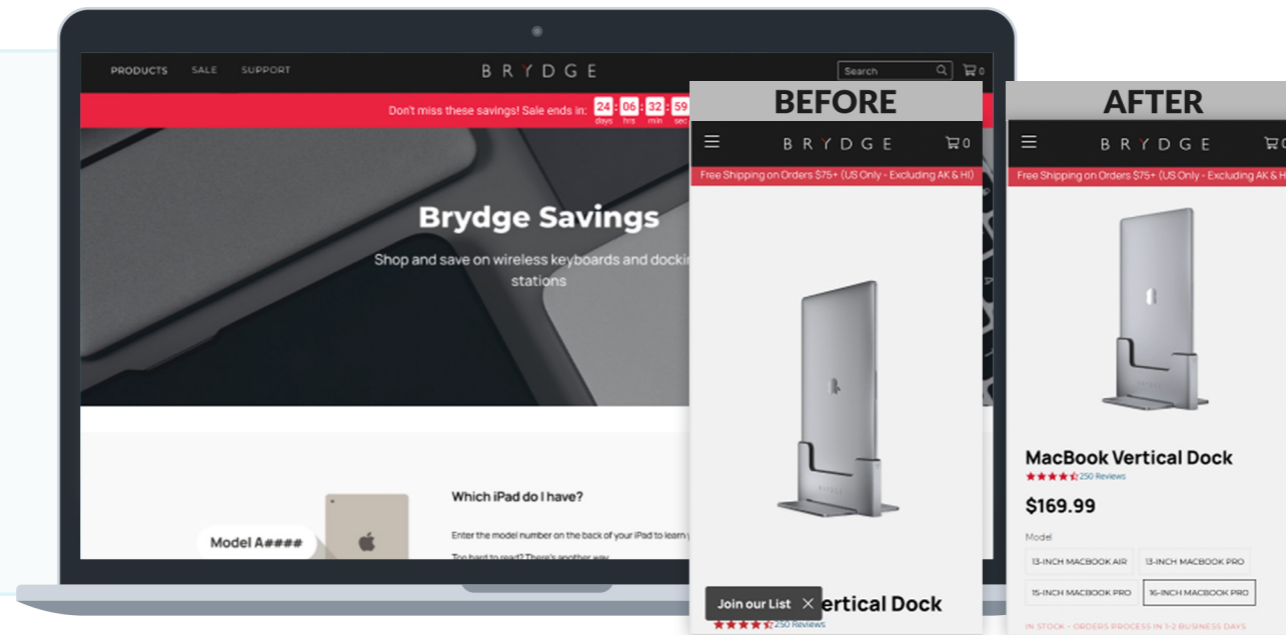
↑ **63%**
Increase in Conversions

↑ **54%**
Increase in Conversion Rate

↑ **29%**
Increase in Revenue

How We Did It:

- Optimized Product Page
- Removed Hero Banner
- Countdown Timer on Page
- Removed Preorders



“Search Bloom supported our efforts in constant CRO testing. They worked to always have relevant testing suggestions and went above and beyond to provide feedback and suggestions on other areas of the business that they weren't even contracted for. Search Bloom offers so many different services that it makes it easy to get in and test with your highest priorities before committing to larger contracts. What I liked the most about Search Bloom was how responsive they were and how quickly they brought ideas to the table.

Bergen Palmer - Sr. Manager Direct Marketing | Brydge