

Optimizing Plume's Web Presence for the UK Region



Client Overview:

Plume is a pioneering leader in next-generation smart home technology and has become a game-changer. With its foundations in Silicon Valley, California, this global enterprise boasts a 360° platform that equips providers with top-tier, efficient Wi-Fi experiences. Catering to over 48 million smart spaces, Plume's extensive clientele includes some of the world's foremost CSPs, leveraging Plume's advanced data analytics and services.



Challenges


When Plume sought to enhance its B2C web presence in the UK region, it faced the following primary challenges:


Website Traffic & Conversion Rate Optimization (CRO):


A disconcertingly low conversion rate of 0.43%.
Need for insight into user behavior, specifically concerning drop-offs on their website.


Solutions

To Enhance the Website Traffic & CRO:

 An exhaustive **CRO audit** revealed significant user drop-offs on Plume's homepage. The audit also highlighted issues with user engagement, specifically with scrolling behaviors and suboptimal Click-Through Rates (CTR) for Calls to Action (CTAs).

 Based on a competitor analysis tailored to the UK market, Tru Performance advised developing a **region-specific landing page**. This landing page would be optimized for content and design elements to cater to the UK audience.

 With **precision-focused A/B testing** on CTAs, banner visuals, and FAQ sections via Google Optimize, a dedicated satellite landing page was devised for Plume's UK audience.

 **SEO enhancement** was achieved through region-specific blog content and a revamped keyword strategy optimized through local SEO practices.

Business Outcomes

The collaboration yielded remarkable improvements:

A significant surge in organic traffic. **59.7%**

A notable increment in organic traffic via blog content **37.9%**

An impressive uplift in conversion rates, leaping from **0.38% to 1.43%**

Key Metrics

KPI	
Monthly Traffic from UK region (Paid + Organic)	
Before	After
10.2K	12K
KPI	
Conversion Rate	
Before	After
0.38%	1.43%
KPI	
Potential LTV Revenue (LTV: £499) (\$619.3)	
Before	After
£18.9K (\$23.5K)	£85.8K (\$106.5K)