

# { 470% INCREASE }

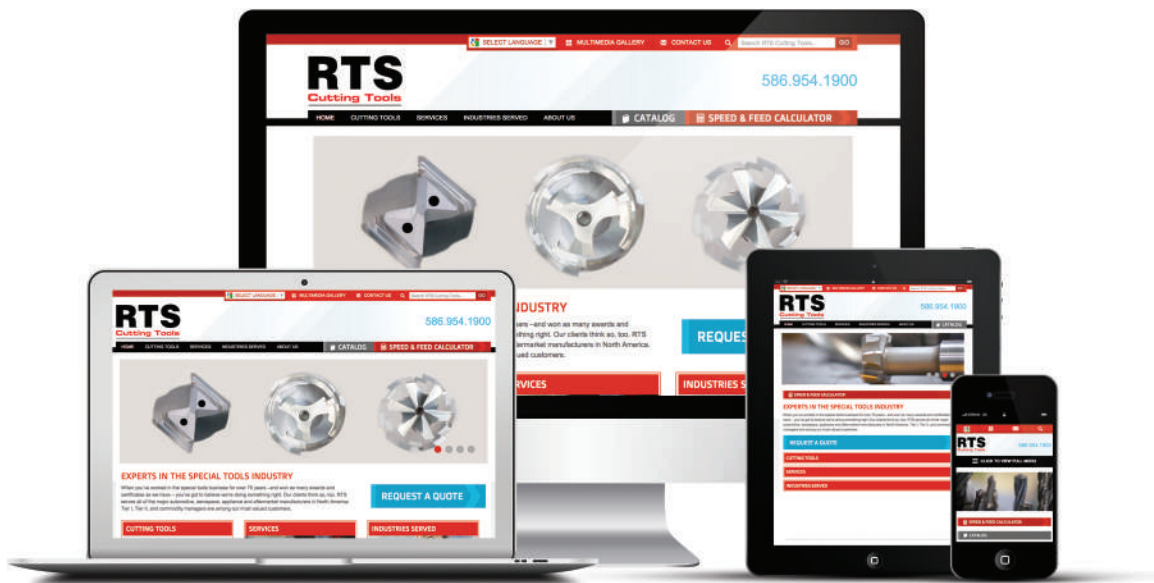
## IN CONVERSIONS

**171 LEADS**  
IN THE FIRST 7 MONTHS

VS

**30 LEADS**  
BEFORE RESPONSIVE DESIGN

**RTS Cutting Tools, Inc** is a manufacturer and supplier of specialty cutting tools



### PROBLEM

RTS Cutting Tools wanted their site to be a more helpful resource for their customers, thereby increasing online sales. They sought to update the cavity tool speed and feed calculator as well as incorporate an online product catalog onto their site.

### SERVICES PROVIDED

-  Responsive Development & Design
-  Catalog Data Solutions Integration
-  PPC
-  SEO

### RESULTS

A fully responsive website with content that is formatted to fit any screen size. A parametric search within the website catalog was integrated, and custom functionality such as the Speed & Feed Calculator and a tabbed multimedia gallery were added as well. In its first seven months, conversions increased 470% from 30 to 171. *"In just the first 4 months we've received enough online orders to pay for the cost of the site."* Sal Garbarino, Sales and Marketing Manager, RTS Cutting Tools

**265% INCREASE**  
IN SMARTPHONE TRAFFIC

BEFORE  199  
AFTER  726

**450% INCREASE**  
IN ORGANIC TRAFFIC

BEFORE  589  
AFTER  3,238

*Conversions* - online form submissions generated by mobile devices