



Manage at Home

This ecommerce retailer of mobility equipment for the elderly and disabled needed an innovative Ecommerce Strategy to sustain their leading position in a competitive marketplace.

Manage @home

Your Online **MED2QUIP** Retail Store

Manage at Home Key Facts:

8x increase

In enquiries.

169% increase

In ecommerce revenue in just two years.

144% increase

In search engine visitors to the website.



We have worked with Hallam for over two years now and in that time our web visits have grown over 65%, conversion has improved and our ROI on PPC campaigns is better than ever. They are there when you need them but continue to work away in the background when you are busy with other projects. Thanks, Hallam!

Matt Ward – Head of Retail and Marketing, Medequip Assistive Technology



The Client

Manage at Home is an online retailer specialising in home care products such as mobility aids and disability equipment. It is part Medequip Assistive Technology Ltd which provides and manages the loan of healthcare equipment on behalf of the National Health Service.

The Challenge

The Manage at Home leadership team were confident that they had the right mix of high quality products designed to improve independent living for the elderly and disabled.

But they also knew they needed to improve their Ecommerce Strategy. They wanted to focus on improving the user experience on their website, help more visitors to discover their business, and most importantly improve their return on investment on their ecommerce activities.

Staying one step ahead of ambitious competitors was going to be key to their success, and they needed a plan of action to remain the dominant player in the field.

Our Approach

The ecommerce specialists at Hallam created an overarching strategy for driving this ecommerce business forward.

We undertook a comprehensive search engine optimisation review, and designed specific tactics to drive the website up the rankings for the types of phrases showing intention to rent or buy their products. Our work on product categorisation and other technical SEO tactics, combined with a strong Digital PR link building campaign, successfully improved search rankings and drove more traffic to the site.

We also developed a bespoke Google Shopping advertising campaign as well as introducing Bing Ads to address their target markets.

Results

Our Ecommerce campaign focused on three key areas: improving the return on investment on their ecommerce spend, driving more visitors to the site, and improving the number of enquires the site generates. And the results were clear.

We more than doubled the number of organic search visitors. Delivered a four times increase in ROI on their online advertising spend and increased the number of enquiries eight fold.