

CASE STUDY

97th Floor Increases Organic Revenue by 73% for 1st Phorm

73%

Increase in Organic Revenue

47%

Increase in Organic Traffic YoY

About 1st Phorm

1st Phorm is a leading supplement company committed to producing quality products for fitness performance.

The Problem

1st Phorm partnered with 97th Floor to increase profitable traffic to their site, and 6 years later the relationship is as strong as ever.

The Strategy

Through strategic optimizations, 97th Floor increased traffic to high impact /collections and category pages that drive real organic revenue.

Executing on intentional strategies focused on profit has paid out massively.

Results

73% Increase in organic revenue

/collections/protein-bars saw a 98% increase in organic sessions (1.9K vs 3.8K)

/collections/mens-fat-burners saw a 6% increase in organic sessions (1.5K vs 1.6K)

1st Phorm's organic traffic is actually at a 12% decline, while revenue is increasing at 73%, showing that the team is putting their efforts where it matters.

97th Floor is effectively addressing this with a strong blog strategy that is pulling in organic traffic to the blog at a 47% increase YoY.