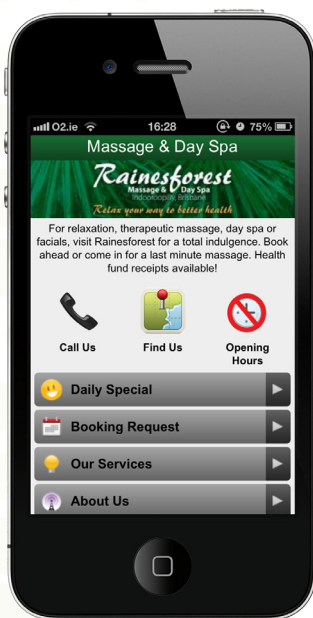


# www.RainesForestMassage.com

## CASE STUDY



Before



After

### Top Clicked features, 1<sup>st</sup> Nov 2012 to 12<sup>th</sup>

TOP TEN FEATURES	MONTHLY TOTAL
Our Services	380
Daily Special	372
Full Website	342
View Pictures	107
Booking Request	70
Find Us	68
Opening Hours	62
Call Us	43
About Us	22
Facebook	20

### goMobi advice to improve results

Add Coupons for the daily specials: its benefit is it can be claimed by a certain number and/or by a specific date or time, as well as capturing a person's contact information.

Add M-commerce: using the products page enables you to sell items. Rainesforest could sell gift vouchers and beauty products through this feature which creates another income channel.

How to improve the loading time? Install the re-direction code at the top of the header page, so it loads straight away.

### About:

Rainesforest Massage is already a very successful massage and day-spa offering a variety of treatments, packages and service to the whole family, local, national and international travellers. They have a loyal following and maintain a consistent level of care and service to every individual. When checking out their Analytics, Rainesforest's online marketing team noticed that they were getting just shy of 30% of visitors from mobile devices, and this provided the incentive to implement a Mobile website.

### Challenge:

Providing a mobile friendly website that captured the main points from the website and also provided the main details people would call about. Which is where are you? What days are you open and what other services or specials do you have?

### Solution:

By optimizing the main features and categories on the main website, this mobile site is a fantastic example of how to maintain that consistent level of care and loyalty by helping their customers click on exactly what they are looking for right then and there with no delay.

### Result:

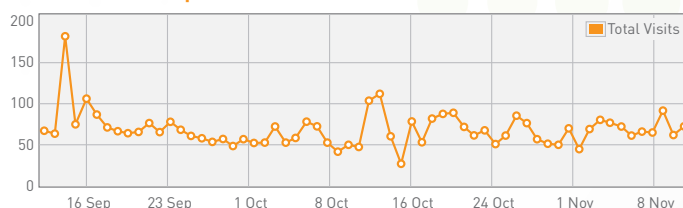
Rainesforest Massage has seen all areas of the business increase in traffic, with results going through the roof!

They have had increased Bookings, due to people using the mobile site to book. A phenomenal amount of people using the Map to get to the establishment and repeat visitors consistently viewing the daily specials. Overall a fantastic representation of how to leverage the power of mobile.

Select a date range:



Selected: 12 Sept 2012 - 12 Nov 2012



#### Site Usage

Total values for selected period. Click on an item to view the graph.

4251 Total visits	3009 New visits
3723 Unique visits	3.8 Avg. page views
1242 Repeat visits	130s Avg. time on site

For more information, or to arrange a product demo, contact our team:

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