



TACTICAL SAFETY COMPANY

Ecommerce

BEFORE

Client's Experience Prior to Working with Us

The client wanted to grow online sales but was not seeing immediate returns. Despite increasing website traffic, sales were not reflecting the same growth. There was concern that the influx of traffic might not translate into meaningful revenue.

The client was feeling uncertainty about whether increasing traffic would pay off, frustration with seeing visitors come in but not converting at the desired rate, and concern about making the right strategic decisions, especially during the holiday season.



DURING

Client's Experience While Working with Us

We analyzed traffic patterns over a 90-day period leading into the holidays and identified that sales started growing YoY in November, indicating a delayed impact. We set a goal to maintain high-quality traffic flow and nurture visitors over time.

We focused on sustaining and scaling traffic growth while optimizing conversion strategies and ensured proper nurturing of leads to turn visitors into customers.

AFTER

Client's Experience Today

We achieved 37% Year-over-Year (YoY) growth, with the most explosive sales happening during the holidays. Black Friday 2024 sales significantly outperformed 2023, as highlighted in the data, and sales continued to rise beyond Black Friday, proving the long-term effectiveness of the strategy.

The client felt confidence in a long-term growth strategy rather than short-term wins and relief in seeing traffic investments pay off in sales over time. They're experiencing excitement for continued scaling and future growth opportunities.

