

# WORLDWIDE MANUFACTURER

## INCREASING SITE TRAFFIC & LEADS



**Executive Summary:** Mestek Machinery came to TPM Agency shortly after the agency worked with Formtek Group. Both Mestek Machinery and Formtek Group are owned by the same parent company Mestek, Inc. After seeing the improvements to Formtek Group's online presence, Mestek Machinery wanted to improve its digital assets as well.

**About:** Mestek Machinery is the industry-leading designer and manufacturer of the most complete, productive, and innovative metal forming solutions for the fabrication of HVAC sheet metal ductwork and fittings.

### Challenges:

- 1: Increase online presence through website redesign
- 2: Improve lead qualification

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**How TTPM Helped:** TTPM Agency gathered and organized all the information and brands housed under Mestek Machinery. A plan and architecture was then put into place to create a smooth and clean user experience for the new Mestek Machinery website.

Marketing automation was also built into Mestek Machinery system to help track and qualify leads browsing through their digital assets.

Homepage:



**Results:** Not only did the new design and architecture of Mestek Machinery's website increase traffic and time spent browsing, but it also doubled their form submission rates. With more traffic and easier browsing increasing the number of leads requesting to talk to representatives, TTPM Agency was able to help Mestek Machinery increase sales efforts online.

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