

From Data to Dining Tables



Nádhúra

About Nádhúra

Domestic Furniture Products

Commercial Products

Commercial Projects

Design Engineering Services



Challenges

Business Model

Communicating all company functions

Name Change

Online Sales



Approach

Product focus

Text heavy – company profile, about our team, inspiration, how it works

Product configurator



Data Review

Location

Engagement, Landing and Drop Off
Pages

Referrals and Acquisition

Session Duration and Bounce Rate

Keywords

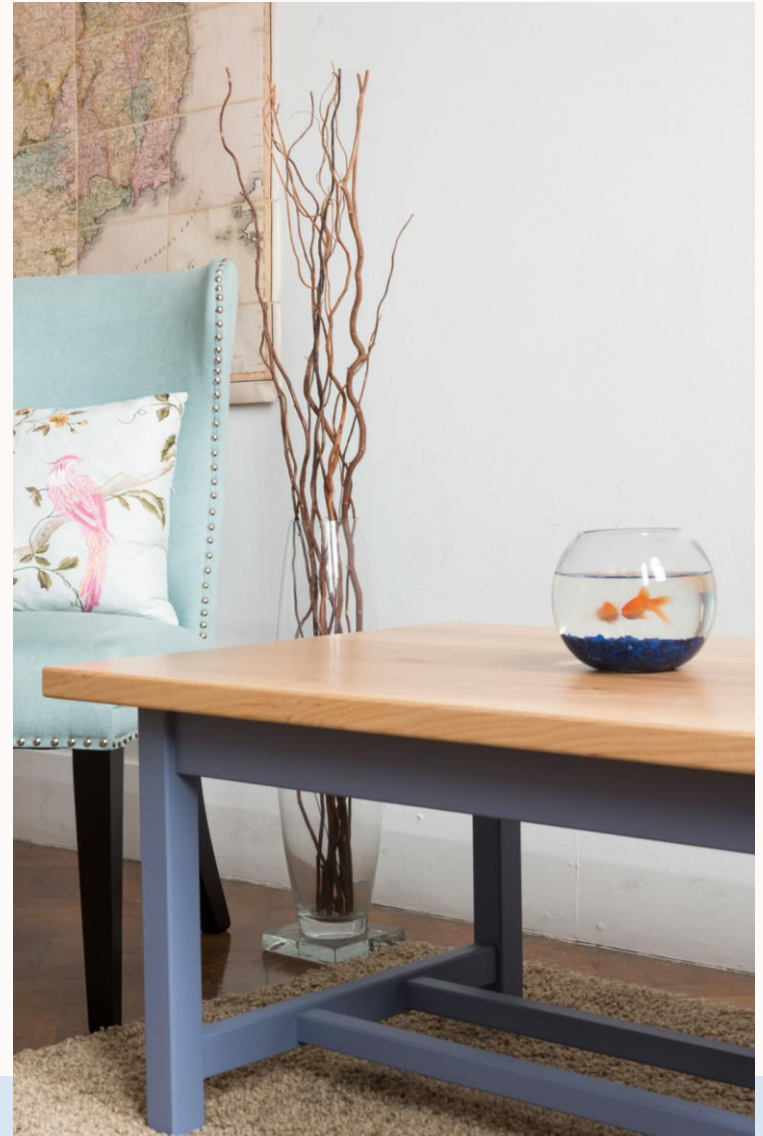


New Approach

Separation of Products and Services

Reorganisation of Information

Adjusted Sales Model



Results

Increase in engagement



Next Steps

Converting viewers to sales

