



Project Overview

Cemfloor is a family-owned and operated flooring company with a long history in the liquid screed market. They take pride in our customer service and are committed to providing round-the-clock support.

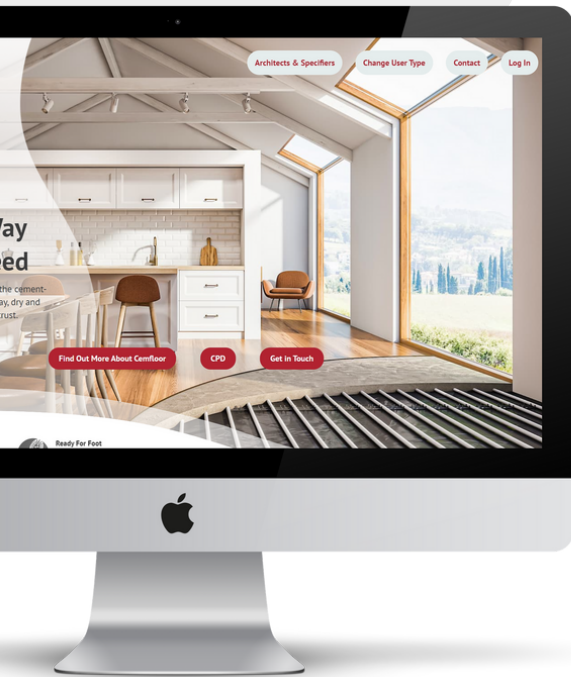
Key metrics

3,898

visitors in one month

83

seconds average session



NEW CEMFLOOR WEBSITE OFFERS TARGETED CX FOR EACH SPECIFIER GROUP

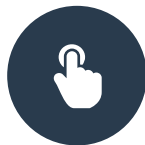
Wanting to show what a reliable and trustworthy product Cemfloor is, their website needed to display easy-to-access data sheets and certifications so the specification process could be as smooth as possible.

The solution was a brand-new website with an interactive homepage where visitors can identify themselves as a particular type of specifiers, and set off for a journey of targeted information and imagery. This industry-specific design empowered the specifier to tailor their online experience to their needs, ensuring their time is used wisely and that they find everything they need.

INDUSTRY-SPECIFIC WEBSITE DESIGN TO EMPOWER YOUR VISITORS AND BOOST SPECIFICATIONS

Cemfloor always underlined the need for customers to find the information on-site, regardless of the type of customers they were. Yet, the different user groups their website had to cater for made the information dull and general, putting specifiers off from keep researching the product.

The advice from Insynth was to redesign their website and take a close-to 360-degree turn, developing a homepage that allowed for different specifiers to identify themselves as architects, homeowners, contractors, or installers, and choose to embark in a fully tailored website journey.



Bespoke homepage for each user group



Simple and effective design and branding



Easily accessible download centre with technical data

The main aim with this was to increase overall website traffic and encourage visitors to spend longer on the website whilst providing Cemfloor with invaluable insights into the different groups of specifiers that were accessing their site.

FACILITATING ACCESS TO DATA-SHEETS AND VALUABLE INFORMATION

Designed using HubSpot's CMS Hub, their website is fully integrated with a CRM where they can explore, manage, and progress all leads coming through the website. Gathering information over the journey a particular visitor has had on their website, they can cater their marketing and sales interactions to convey the right message and offer relevant information.

Aiming to cater for a self-sufficient specifier, HubSpot's CMS allowed their website to host a complex but user-friendly download centre where specifiers can easily search, filter, and download information that will allow for a quicker and more efficient specification process. Clear content on the benefits of the product make this website a dream-come-true for specifiers and other construction professionals.

BESPOKE RESULTS

Providing users with an experience fully tailored to them, in just one month, the new Cemfloor website has doubled its general website traffic, attracting almost 4,000 visitors during the first 30 days after launch.

The information displayed in each version of the website, catering for specific user groups, has allowed for the average session time to increase to over a minute, reducing bounce-rates and helping Cemfloor convert some of these visitors into high-quality leads.



Plenty of whitespace allowed for the display of information and technical elements without overwhelming the visitor. Paired up with high-quality images, animations, and video clips that showcased the product in action, Insynth achieved an interactive and enticing website without sacrificing speed, loading time, or comfort.

LOUISE URQUHART, HEAD OF DESIGN AT INSYNTH

