

Pillar Pages Help Irisys Increase Organic Traffic by 146%

Klood case study



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Irisys increase enquiries and pipeline for True Occupancy

At the start of 2020, Irisys was looking for support to help them double their organic traffic to their True Occupancy website in order to increase their lead generation.

Who is Irisys?

Infrared Integrated Systems Ltd, generally called Irisys, is the largest global provider of people counting and occupancy monitoring solutions. They design and manufacture technology that measures how buildings are used by people, to enable improvements and optimisations through informed decision making. Trusted by major organisations around the world, their technology is utilised in sectors varying from retail, transportation and entertainment venues, to public buildings, corporate offices and workplaces.



"Identifying a gap in the market for our True Occupancy solution and technology, we set ourselves an aggressive growth target. We wanted to increase awareness of our solution and generate leads, but we were constrained by a limited budget."

Tom Bell, Irisys

Irisys needed a partner to help them deliver their vision

The team at Irisys entered 2020 with a vision to solve an ongoing problem.

With their website already gaining a consistently good level of traffic they were looking for avenues and ideas that would help them grow this further. They wanted to increase their traffic by double over the year and for this to be predominantly from organic.

Combining forces to meet business objectives

The relationship between Irisys and Kloud has grown over several years, with Kloud becoming their trusted inbound marketing partner over time. It was a natural fit to bring Kloud in to help build the pillar pages and provide SEO optimised content to create them content that would attract new leads to their website.

Kloud Digital was able to help Irisys deliver on their vision for True Occupancy by:

- 1. Designing and building new pillar pages**
- 2. Providing SEO optimised copy**
- 3. Monitoring and optimising page performance**



"The team at Kloud are great to work with. From brief to delivery, I was kept up to date and involved in key decisions. They are always looking for further optimizations and the results speak for themselves."

Tom Bell, Irisys

What changed for Irisys?

Klood helped Irisys launch two new pillar pages in May 2020. Steadily over time the numbers started to increase for the True Occupancy pages and the leads came with it.

**Organic traffic
increased by:**

146%

**Total website traffic
increased by:**

94%

Combining forces to meet business objectives

Irisys has seen their online visits for their occupancy monitoring solution, True Occupancy, grow substantially in 2020. This increase in high intent traffic has resulted in an increase in sales enquiries and consistent growth of the sales pipeline.





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