



## CASE STUDY - ECOCLEAR



**+2,637% Lead Submissions**  
**Through Website Funnel**

# 01 THE CLIENT

**EcoClear Technology** is a Thermopane window restoration and glass replacement company serving the **Greater Montréal and Ottawa markets**.

With a **two-tiered, eco-friendly approach** to window replacement and restoration, the company has shifted towards a predominantly **digital-first lead generation strategy**.



## 02 THE CHALLENGE

The team demonstrated strong capabilities across **marketing, operations, and sales**. However, the website consistently underperformed as a **lead generation channel**.

The result was a polished website and effective advertising campaigns, but weak performance when measured by actual **lead conversions**.



## 03 THE SOLUTION

We conducted a full **conversion funnel analysis** and identified multiple points of **over-complexity** and **outdated infrastructure** that were causing user drop-off.

The website was rebuilt with **conversion rate optimization (CRO)** as the primary objective, simplifying the **user journey** and modernizing the underlying technology. In parallel, we implemented accurate **funnel tracking** and **conversion signals** to properly connect **marketing activity with sales outcomes** and ensure reliable **cross-platform attribution**.

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ecoclear Technology

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New TPS option with up to 20-year warranty

## 04 THE RESULTS

### **+2,637% Increase in Lead Submissions**

A fully optimized website funnel dramatically increased completed form submissions and qualified inbound opportunities.

### **Significant Improvement in Funnel Conversion Rate**

Simplifying the user journey and removing friction points reduced drop-off and increased completion rates across key conversion steps.

### **Stronger Marketing-to-Sales Alignment**

Accurate funnel tracking connected ad campaigns directly to lead outcomes, improving attribution clarity and decision-making.

### **Reduced Cost per Qualified Lead**

Higher on-site conversion efficiency lowered acquisition costs while maintaining consistent traffic levels.

### **Scalable Lead Generation Infrastructure Established**

The rebuilt funnel created a stable foundation for future paid media expansion without sacrificing performance efficiency.



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