

Our aim is to partner with people, brands and companies that share our passion for digital, and the internet on the whole. We value learning, numbers, creativity and integrity above all else, and luckily enough, have acquired a diverse team and client base that share this with us.



Increasing online engagement



Effective strategies connecting the National Basketball League with its fans.

Background

GMG were engaged to undertake a uX and digital analytics audit and create an improved digital experience for the NBL.

Mission

GMG worked with the NBL to identify a clear mission which was to make the website a best-in-class digital experience within the Australian sporting market.

To make the website the showcase site in the sporting industry in Australia and increase engagement online by having users sign up to the paid subscription League Pass.

Methodology

GMG was responsible for both qualitative and quantitative research surrounding the current digital experience within the NBL website. Using a mixture of stakeholder engagement and uX tools, GMG were able to identify what aspects of the digital experience were working and which weren't.

Process

GMG implemented a rigorous split-testing campaign in order to test new design & functional elements on the NBL website. Heavily based on the research phase of the engagement, the results showed a significant boost in conversions on the site and improved overall engagement.

Results

50,000

Signups to the NBL League Pass

200%

Increase In Website Traffic

300%

Increase In Average Time on Site

90%

Increase Above Anticipated Conversions

Visuals

