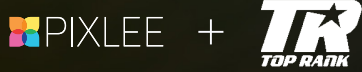


Engaging Customers to Increase Website Traffic



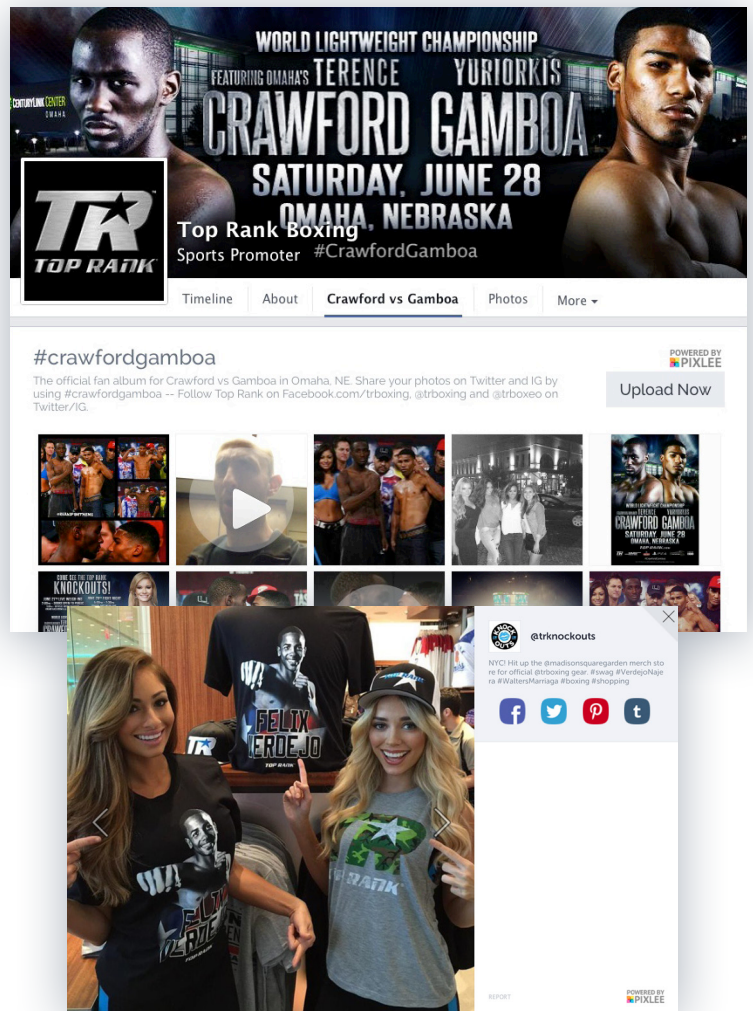
Top Rank is the world's premiere promotions company in the world of boxing. Their world-class fighters include the likes of Muhammad Ali, George Foreman, Manny Pacquiao, and Floyd Mayweather Jr.

SOLUTION

While, individually, boxers have some of the most dedicated fans and social followings, Top Rank wanted to provide these fans with a home to come together as a community. Top Rank partnered with Pixlee to collect fan photos and videos and to display them in photo galleries across the Top Rank website.

RESULT

The company saw a 10x increase in site traffic and time on site jumped over 123% as browsers interacted with the fan galleries. With the Pixlee platform, The Top Rank was able to execute impactful social media marketing campaigns, save on content creation costs, and bring together its die-hard community of boxing fans.



 **123%**
increase in time-on-site

 **+10x**
increase in site traffic