



**mcm net**

digital marketing agency

# e-cloth

## Case Study

**Reduced**

Bounce rate

**285%**

Increase in  
Facebook likes

**Full**

Service Solution

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Google  
Partner





## Case Study: e-cloth

### Brief

The [e-cloth](#) range is stocked in over 1,500 shops, including many high quality cookshops, department stores, garden centres and hardware shops. Offering unrivalled cleaning and using just water, e-cloth has a unique position in the marketplace and offers consumers cost saving, environmental and health benefits.

e-cloth's brief was to create a functional site that showcases the full product range and the aim was to roll the new site out globally through e-cloth's international partner network to ensure global brand consistency could be achieved, with crucial local adaptations required for language, currency, payment and products.

### Execution

[MCM Net](#) launched a [responsively developed website](#) that's compatible across desktop, mobile and tablet devices and we built in multilingual functionality allowing e-cloth to duplicate the current version of the UK site and translate it to suit the local language requirements. This functionality forms a large part of the follow-on project phase that sees e-cloth's international markets gain a new and improved online presence.

MCM Net continues to work with e-cloth to enhance online sales through [SEO](#), [social media](#), [PPC](#) and [remarketing](#) activities.

To visit the e-cloth site, [click here](#).