

Pier House Resort & Spa

Case Study

<https://www.pierhouse.com>

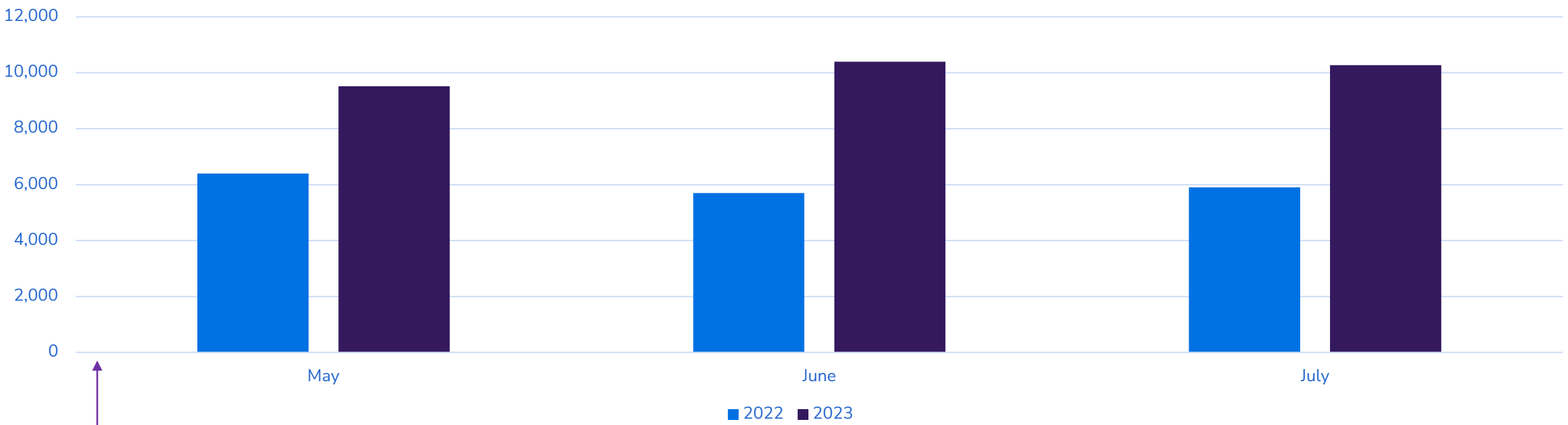


Pier House Resort & Spa: +116% Increase in Organic Search Users (YOY)

Increase in revenue and website engagement:

- Organic Search Sessions: +116%; Total Revenue from Organic Search: \$1.6M;

Comparison of Users



Milestone Website Launch
Apr 4, 2023

Data Source = Milestone Presence Cloud

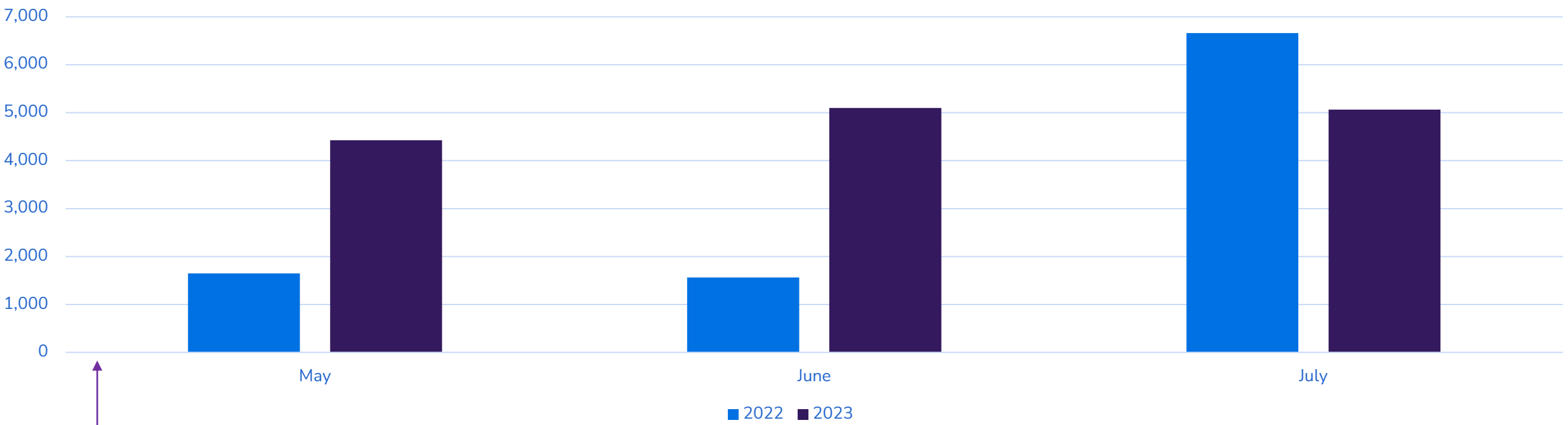
Date Range: May 1, 2023, to July 31, 2023, compared to May 1, 2022, to July 31, 2022,

Pier House Resort & Spa : +195% Increase in Organic Users from Mobile Devices (YOY)

Increased website awareness and engagement:

- Organic Search Sessions from mobile devices: +235%;

Comparison of Users



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Milestone Website Launch
Apr 4, 2023

Data Source = Milestone Presence Cloud

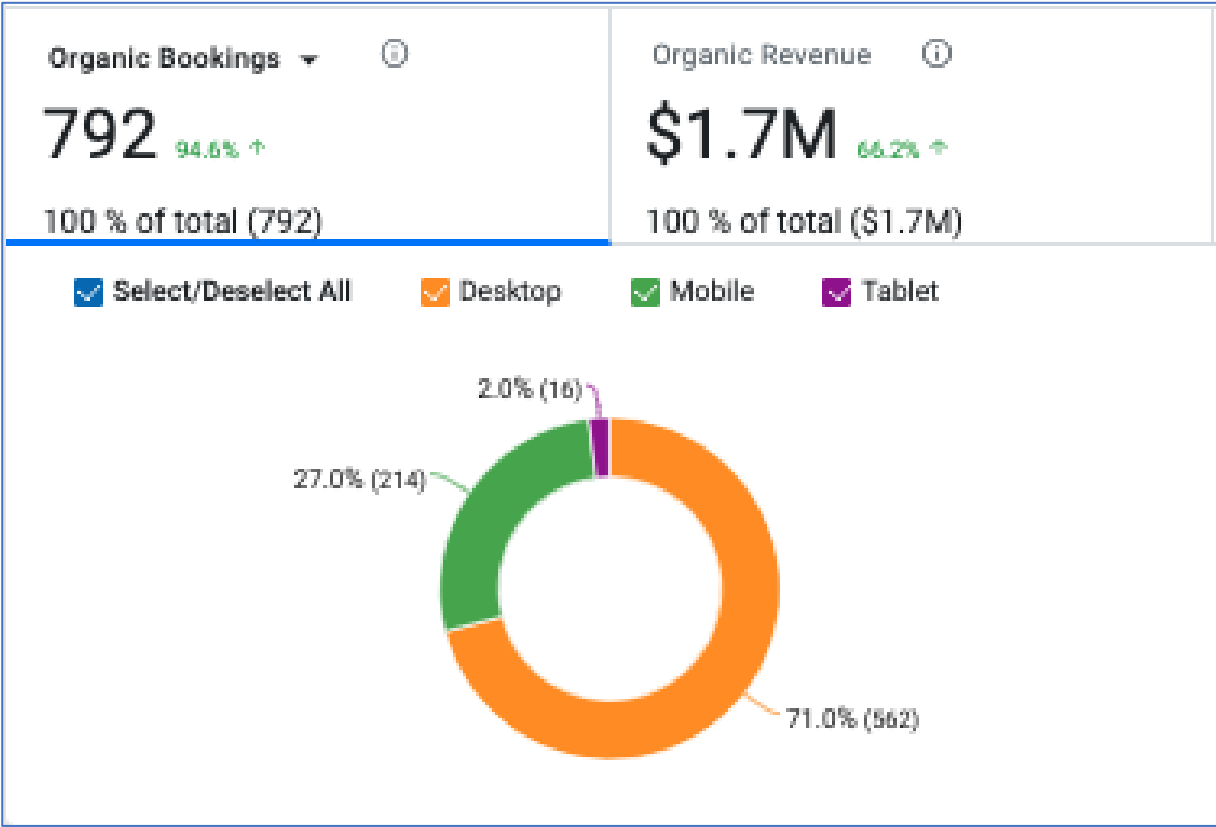
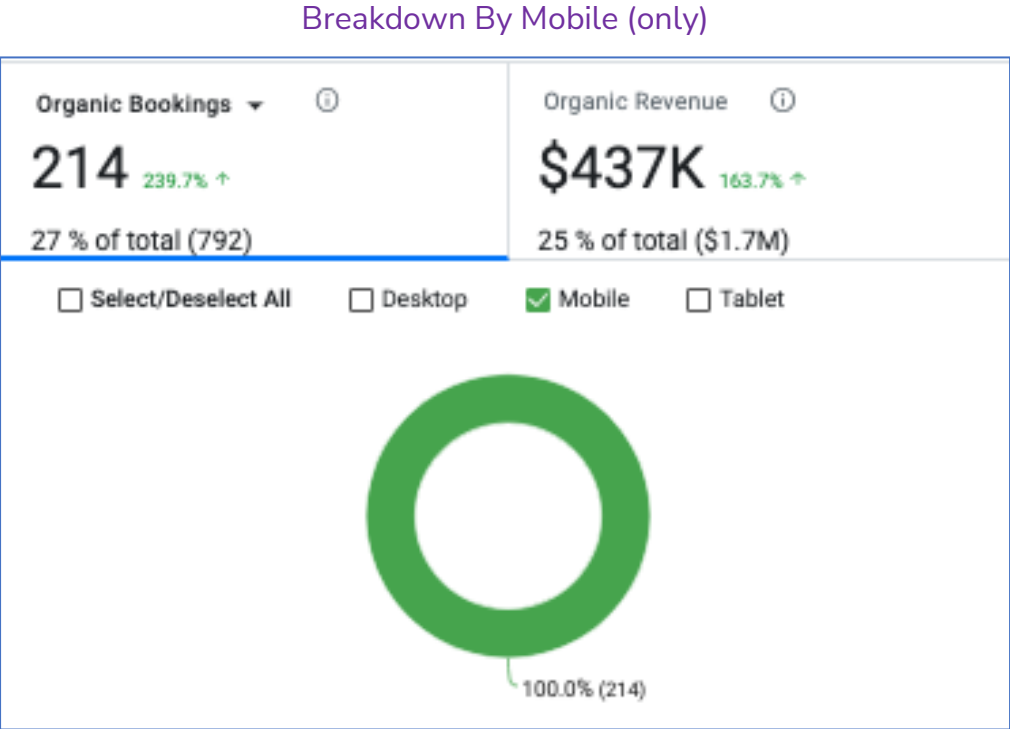
Date Range: May 1, 2023, to July 31, 2023, compared to May 1, 2022, to July 31, 2022,

Pier House Resort & Spa : \$1.7M in Revenue attributed to Organic Search (YOY)

Increased revenue from organic search:

- Organic Search Sessions from mobile devices: +235%;
- Organic Search Bookings from mobile devices: +240%;
- Organic Search Revenue from mobile devices: +164%;

Breakdown By All Devices



Data Source = Milestone Presence Cloud

Date Range: April 1, 2023, to July 31, 2023, compared to April 2022 to July 31, 2022,