

PARADYNAMIX

Aqua Training Bag Case Study

AQUA TRAINING BAG

Aqua Training Bag is a sports training equipment line developed by New York Fitness and Boxing to improve gym and training practice. The Aqua Training Bag boasts a one-of-a-kind boxing or MMA experience with a new kind of training bag that's easier on joints and more realistically simulates punching a person. Manufactured in the USA, Aqua Training Bag markets and sees sales all over the world.



BUDGET

\$50,000 - \$100,000

SERVICES PROVIDED

Custom Branding & Graphics
Responsive eCommerce Site
eCommerce Consulting
Managed Web Ad Campaigns
Targeted SEO

ABOUT PARADYNAMIX

Paradynamix is a digital design agency that works with their clients to achieve tangible and measurable results. Working with growing brands from start to finish, Paradynamix will have your back with data driven marketing, responsive web design, and SEO analysis. Contact us and discover why our clients trust us to build and deliver a proven strategy to increase their presence and growth online.

BUSINESS CHALLENGE

Aqua Training Bag was as a small startup initiative that worked from Taylor Made Products, a popular manufacturer in boating equipment. They were looking to take their innovative product to market through online channels to compete on a national and international level. Aqua Training Bag had a basic online set up but that lacked a shopping experience and while Amazon was explored as a channel, they wanted to expand their business and start reaching out to their audience on a larger scale.

OUR SOLUTION

Aqua Training Bag's new client experience was scientifically approached and built. The baseline branding was expanded upon with a new logo and was applied to the new e-commerce store built for them to create a powerful and cohesive visual language. The now streamlined web experience was complimented by significant SEO and online ad campaigns from Paradynamix to maximize visibility. Paradynamix acted as consulting for Aqua Training Bag in how to communicate, operate, manufacture, and ship using their new website and maintained the consulting service for the past several years to support Aqua Training Bag's growth into international markets.



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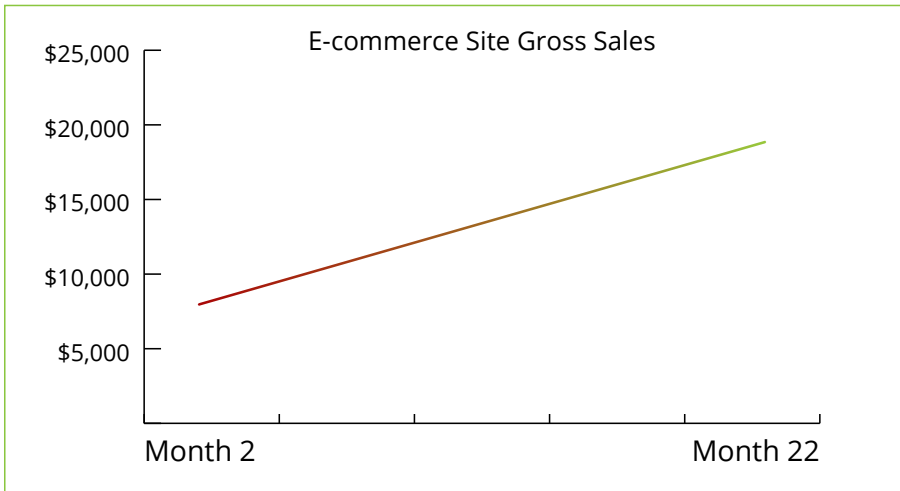
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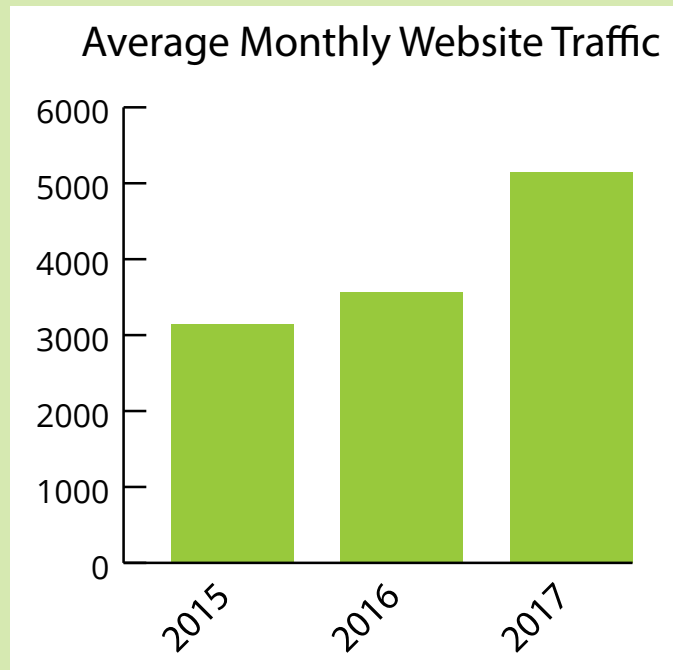
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RESULTS



With the use of their e-commerce site, Aqua Training Bag immediately began to see traffic and sales. On a monthly basis, Aqua Training Bag has seen no less than \$5,000 gross sales a month, their highest sales hitting as high as \$3,2528.34.

Throughout the lifetime of the e-commerce site, Aqua Training Bag has maintained a high average of visitors that as both been maintained and seen marked increased when accompanied with Paradynamix support and ads.



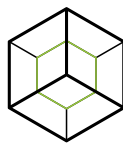
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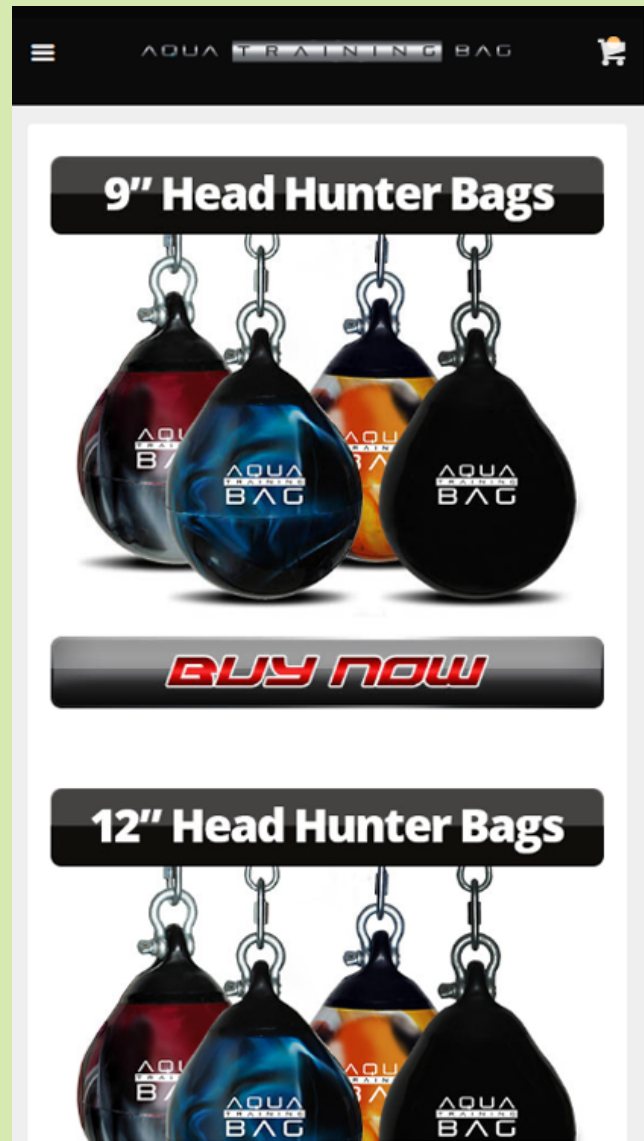
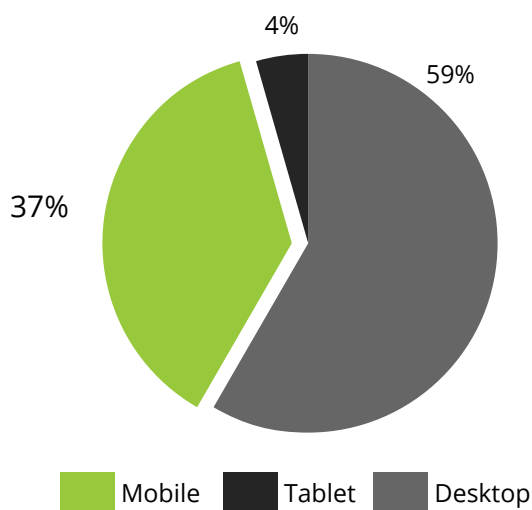
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The branding and online experience Paradynamix provided Aqua Training Bag became the groundwork from which the company grew and continues to support them. Today, Aqua Training Bag makes a name for itself as a national training equipment competitor.

37% of the total traffic Aqua Training Bag has ever had has been from mobile users. With a consistent and matching desktop and mobile site, the user experience remains properly comparable and within branding.

Website Device Traffic



Fluid experience designed just for mobile visitors that remains in line with the standard webpage.



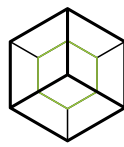
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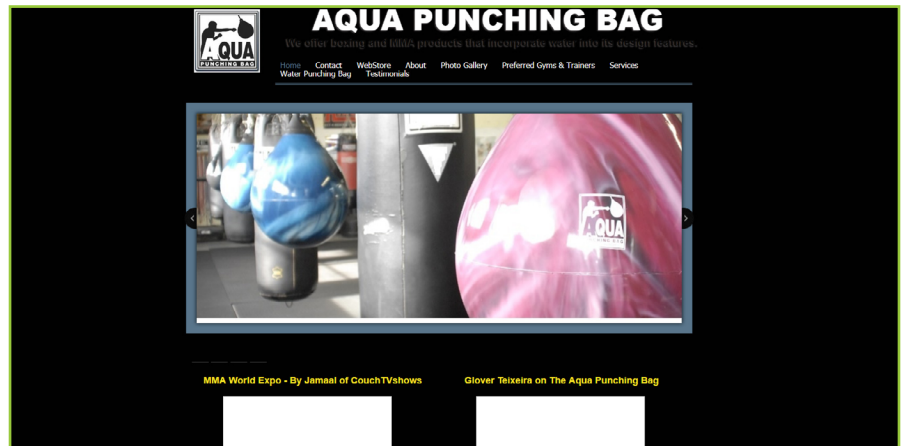
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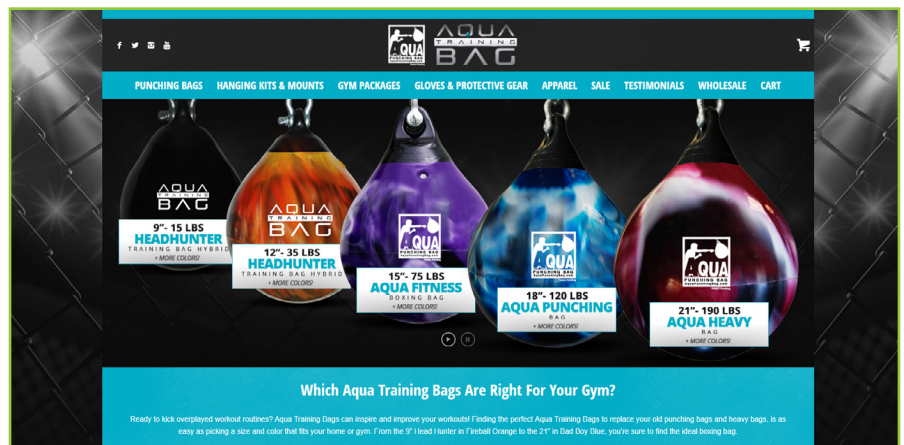
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Old Website: The original wordpress website had limited customization capability and could not integrate a store.



New Website: The new e-commerce site provides a streamlined user experience, funneling online traffic into the proper channels for their needs, showcasing testimonials and videos in one place, and acting as their platform to compete with big industry names such as TITLE, Renegade, and Everlast.



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