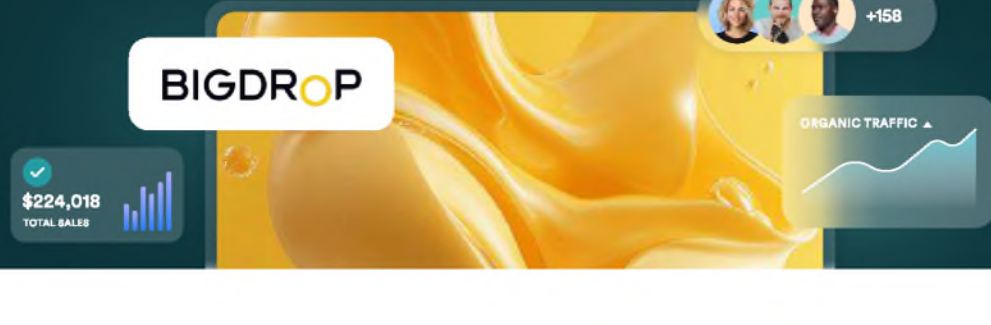


# How Big Drop Inc. is Increasing Client Conversion Rates by 28%



With accessiBe, Big Drop Inc. client NYFA experienced:

- 8%▲** organic traffic
- 28%▲** conversion rate
- 1.3%▼** bounce rate

## Key Takeaways

- Big Drop Inc. leveraged accessiBe's AI-powered solutions to educate clients about the importance of web accessibility, successfully overcoming initial challenges related to cost perceptions and technical complexities.
- The partnership with accessiBe significantly improved client outcomes, such as the New York Film Academy's increase in organic traffic and conversion rates, while positioning Big Drop Inc. as a leader in the accessible agency space.
- Offering web accessibility has enhanced Big Drop Inc.'s client relationships, boosted retention rates, and driven organic growth through referrals and word-of-mouth.

“

Implementing web accessibility has proven to be immensely beneficial for our clients, and our agency, Big Drop. Our commitment to accessibility has significantly enhanced our user experience, which is really attractive for prospective clients.”

**James Weiss**  
Big Drop Inc. Managing Director

## Meet Big Drop Inc.

Big Drop Inc. is a full-service digital agency that provides a wide range of web and digital marketing services, delivering a comprehensive digital experience. Known for its expertise in website development and digital marketing strategies, Big Drop Inc. is dedicated to providing exceptional value by being a one-stop shop for all digital needs.

“We open the door for digital marketing conversations to happen. It's about providing value, full service, and a complete digital experience.”

- 2012** Year Founded
- 40+** No. of employees
- 500+** No. of clients

## The Challenge

When Big Drop Inc. realized web accessibility was essential for their high-quality client offering, they encountered several challenges that needed to be addressed to stay ahead in an extremely competitive market.

These were the 3 main issues they faced:

### Lack of Client Awareness:

- 01 Big Drop Inc. discovered that many clients were unaware of the significance of web accessibility. They needed to educate clients on the legal, ethical, and business benefits of maintaining an accessible website.

### High Cost Perception

- 02 Clients often perceived web accessibility as a high-cost service, which posed a barrier to adoption. Big Drop Inc. had to find a way to present accessibility as a viable option for clients with budget constraints.

### Technical Complexity of Accessibility

- 03 The technical demands of implementing accessibility were daunting for Big Drop Inc. So they needed a solution that was easy to integrate into their clients' websites and manage on an ongoing basis.

“

We have found that many of our clients are unaware of the importance and benefits of web accessibility; so we need to educate them.”

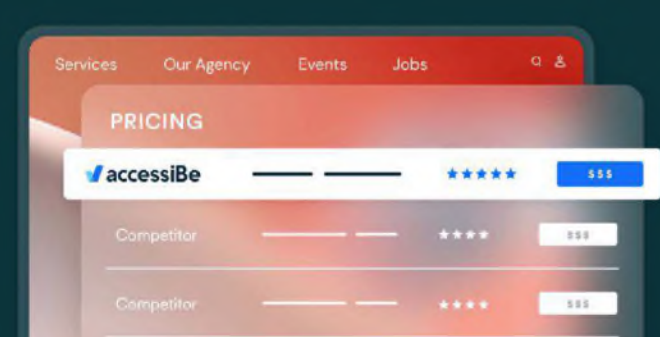
## The Solution

To address these challenges, Big Drop Inc. partnered with accessiBe. Utilizing the Partner Program they've been able to make web accessibility seamless, approachable, and beneficial for them and clients.

With the Partner Program they were ready with these solutions:

### 01 Education and Awareness

Big Drop Inc. utilized accessiBe's extensive resources to educate clients about the importance of web accessibility, including legal and business advantages. This helped bridge the knowledge gap and demonstrated the value of accessibility.



### 02 Cost-Effective Solutions

Big Drop Inc. was able to meet clients' budgetary needs while addressing compliance concerns with accessiBe's affordable solution. The cost of accessiBe's automated solution compared to manual remediation was a game-changer in overcoming the cost perception barrier.

### 03 Simplified Integration

The ease of integrating accessWidget into clients' websites took the daunting technical aspects out of the picture. accessWidget is installed in minutes and requires no coding. This approach allowed the Big Drop team to feel confident about implementing and managing accessibility for their clients.



“

With accessWidget, our client NYFA's organic search traffic has increased by 8%, bounce rate has decreased by 1.3%, and the conversion rate has risen by 28%.”

## A Complete Digital Offering

The partnership between Big Drop Inc. and accessiBe has proven to be a game-changer in delivering accessible digital experiences. By overcoming challenges related to client awareness, cost perceptions, and technical complexities, Big Drop Inc. has successfully positioned itself as a leader in the accessible agency space.

The tangible results achieved for clients, such as increased engagement and conversion rates, highlight the value that Big Drop Inc. offers their clients. As they continue to prioritize inclusion, they project continued growth in client satisfaction, retention, and new business opportunities.

★★★★★  
Client Experience



“

Clients appreciate our proactive approach to inclusion, which strengthens trust and loyalty, and it's because of our stance on web accessibility that we've been able to realize higher client retention rates.”

Ready to elevate your offering? [BOOK A DEMO >](#)