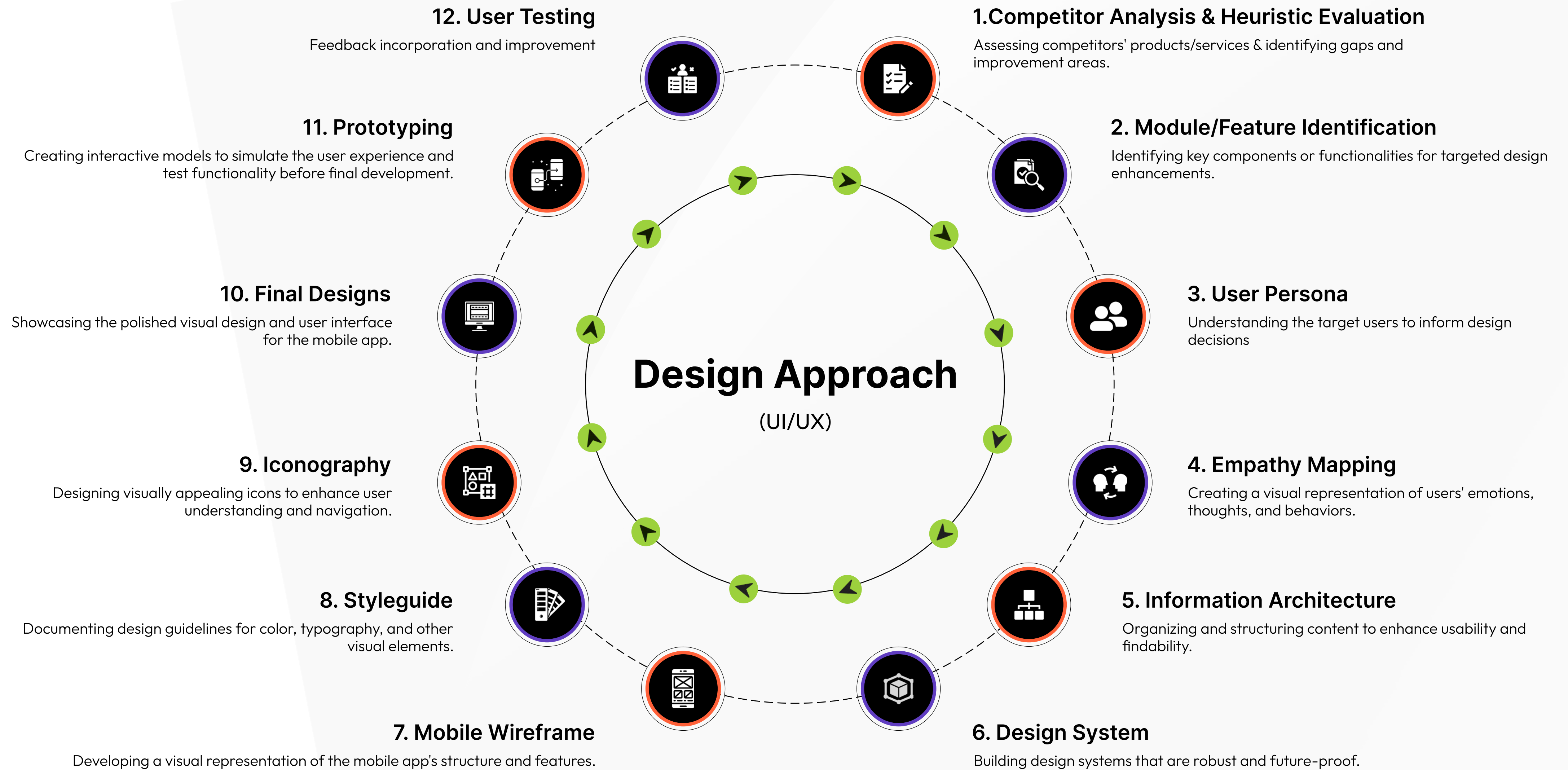


Creative
NUDGE

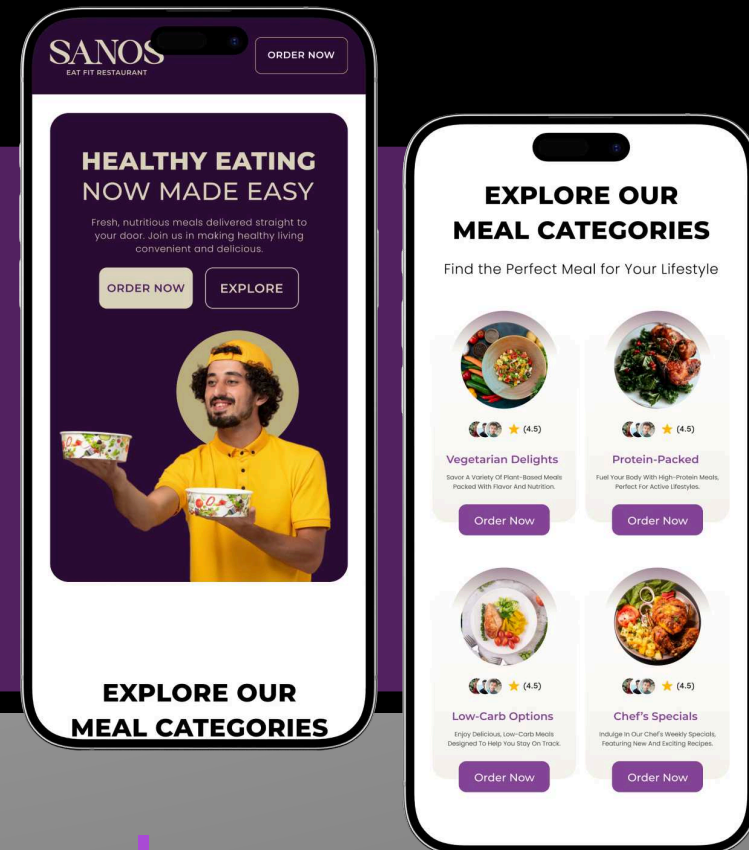




Elevated SanosFit with a premium web and app experience.

SanosFit is a premium Dubai-based fitness brand offering personalized training and on-demand wellness experiences. We built a sleek, high-conversion website and a powerful mobile app ecosystem—streamlining bookings, payments, and partner management.

Simple Way To
Order Your Foods



30%

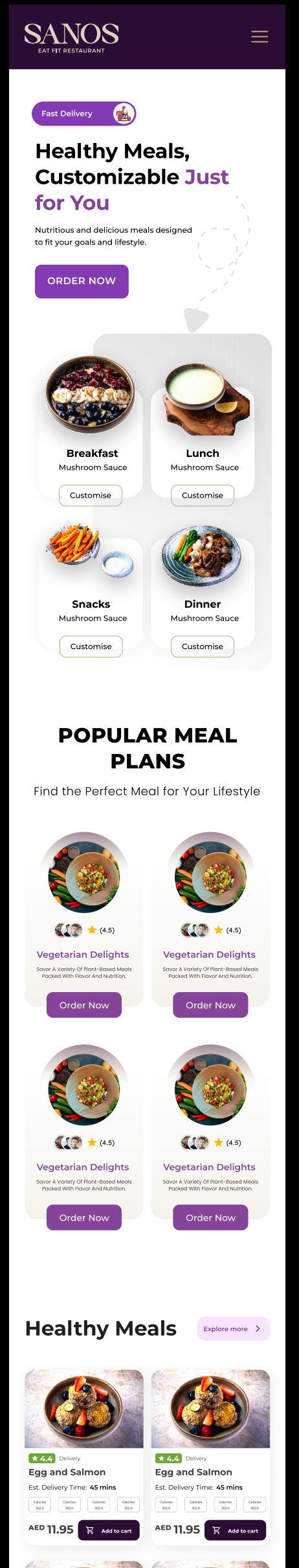
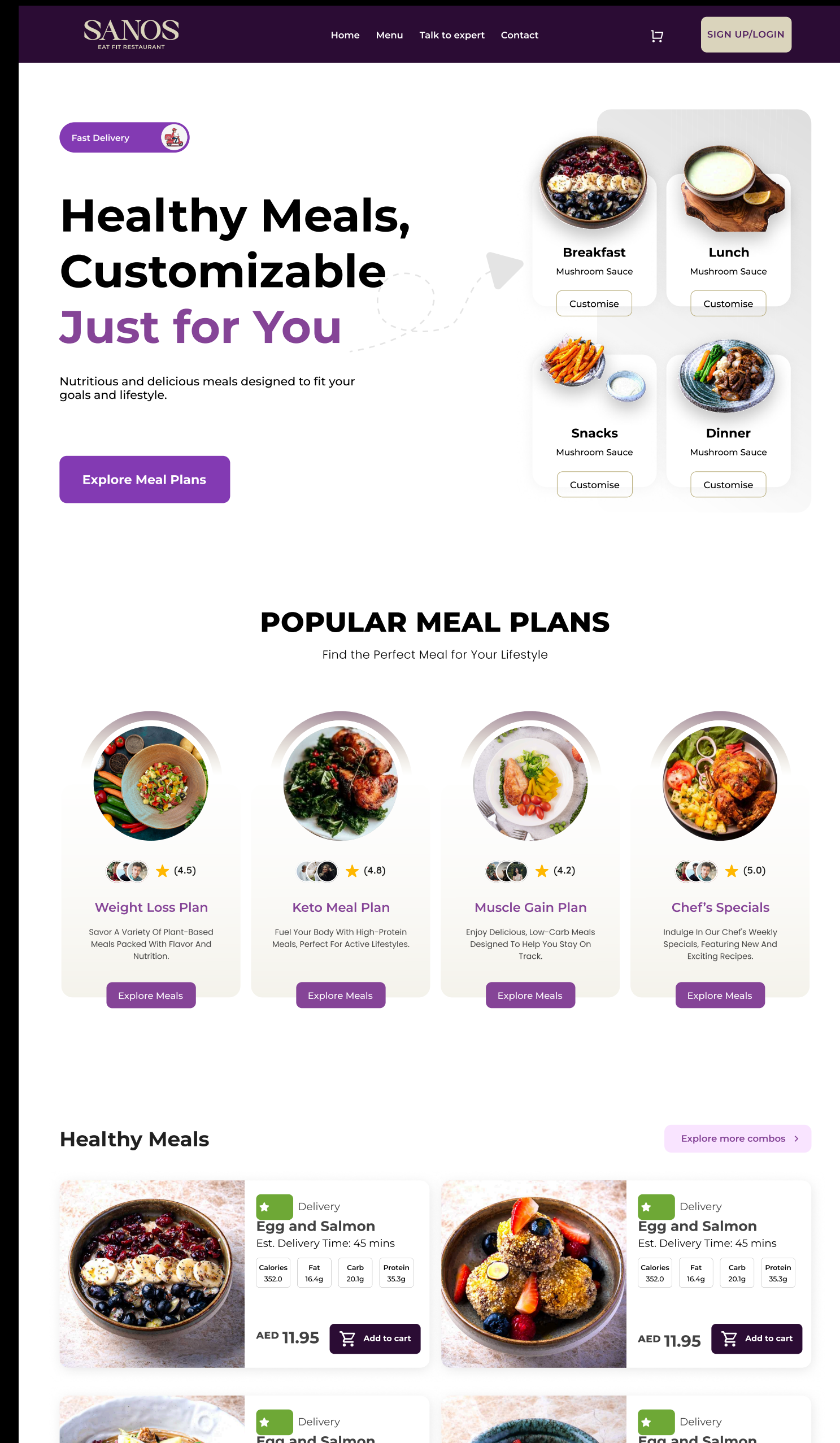
organic traffic growth within first 4 months.

40

positions in 4 months search engine ranking improvement

80+

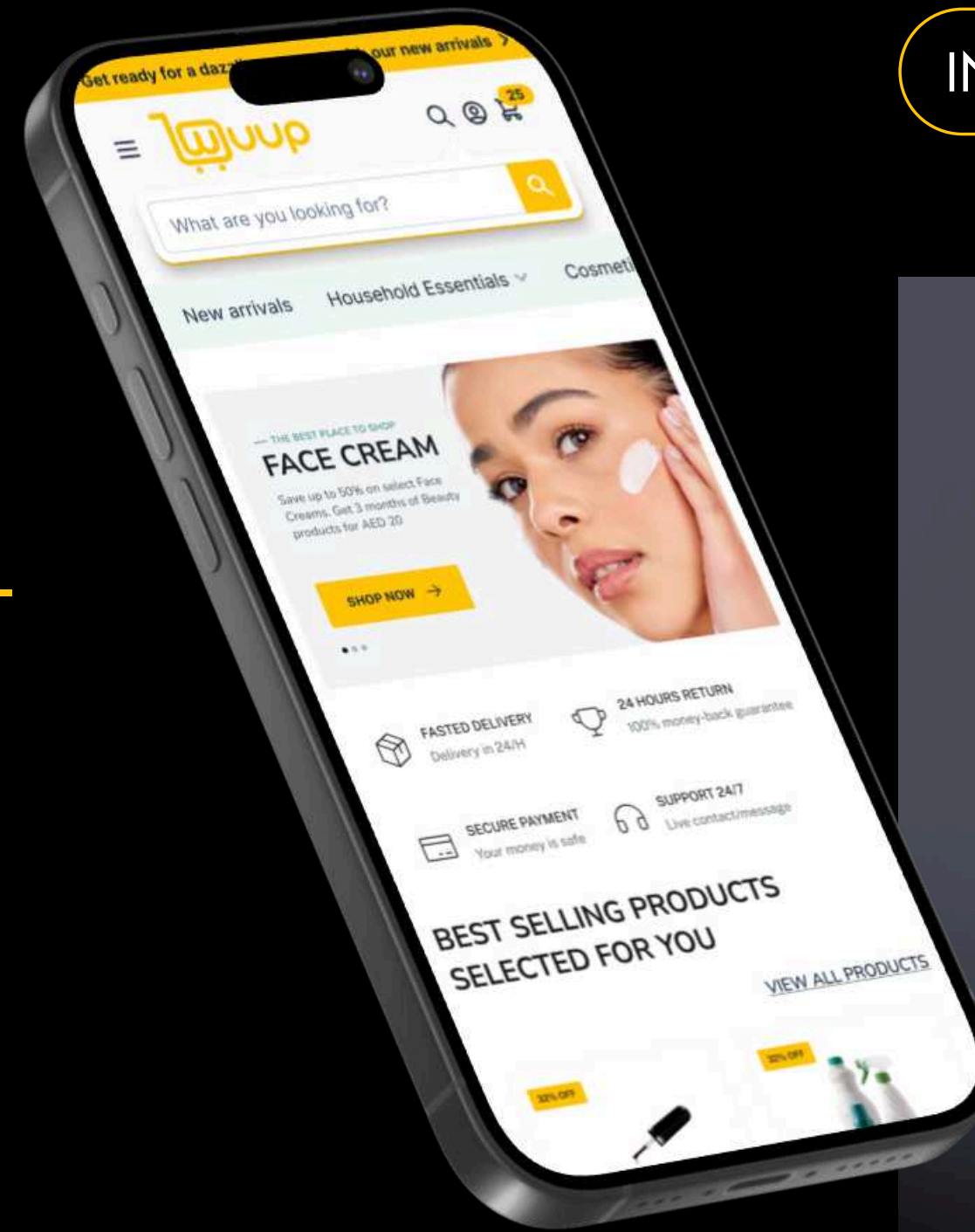
lead generation increase



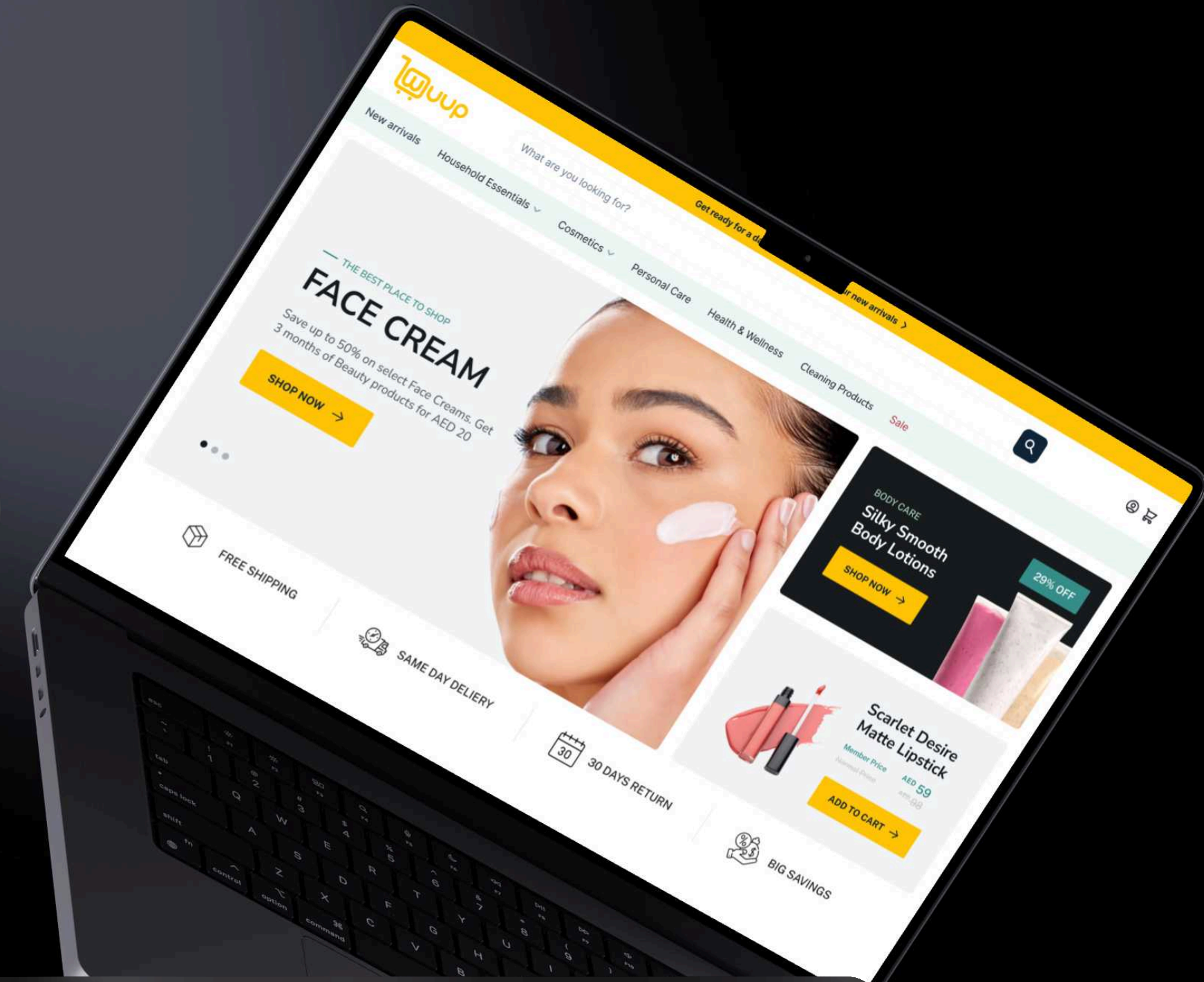


Built Wuup's membership-based e-commerce ecosystem.

Built Wuup's unified web and mobile platform to power its dual-price subscription model—featuring member trials, Stripe billing, dynamic pricing, and real-time membership tracking. The result: seamless conversions, higher retention, and scalable mobile-first growth.



INDUSTRY: Premium Subscription E-Commerce Ecosystem



32K+

product listed and cataloged

75%

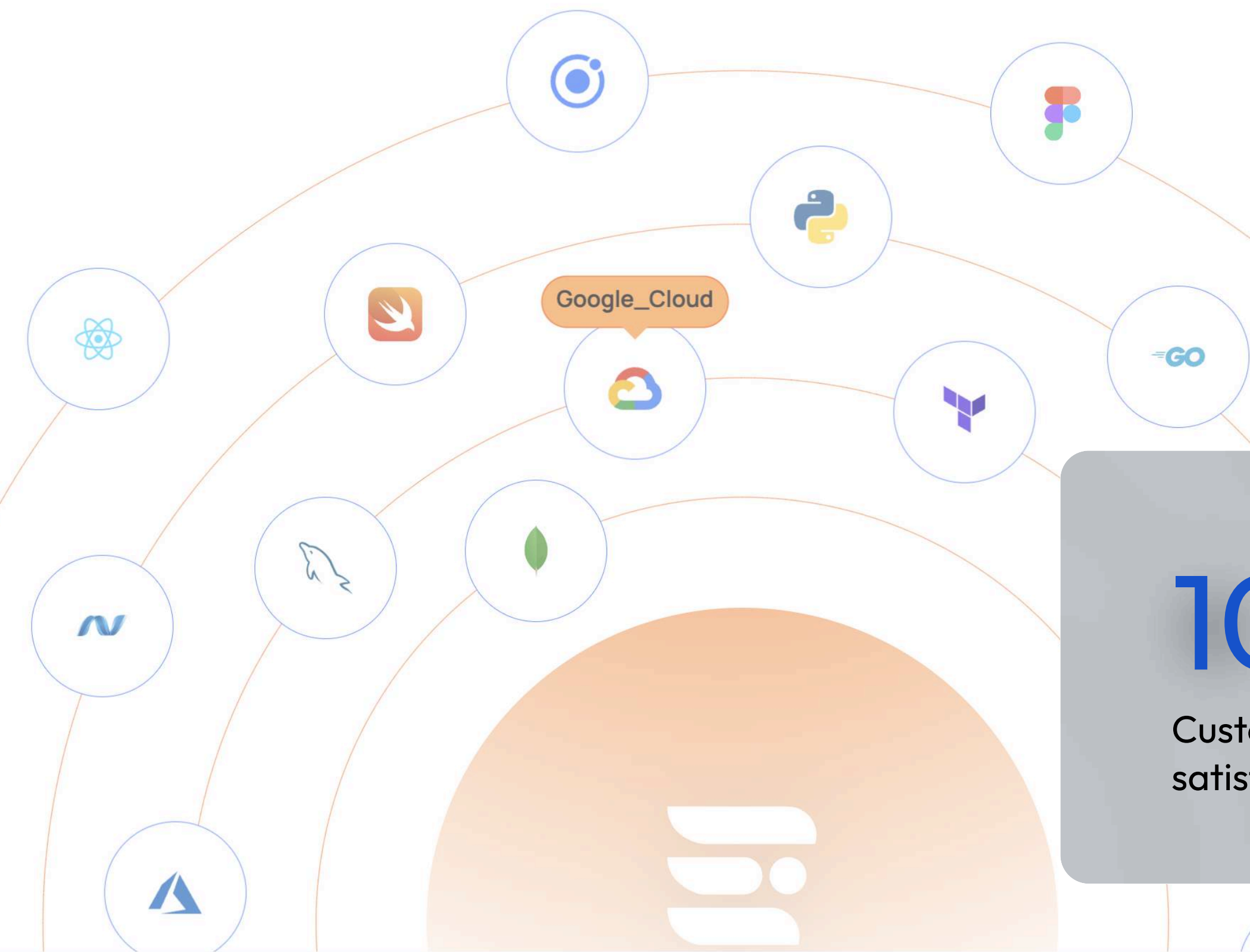
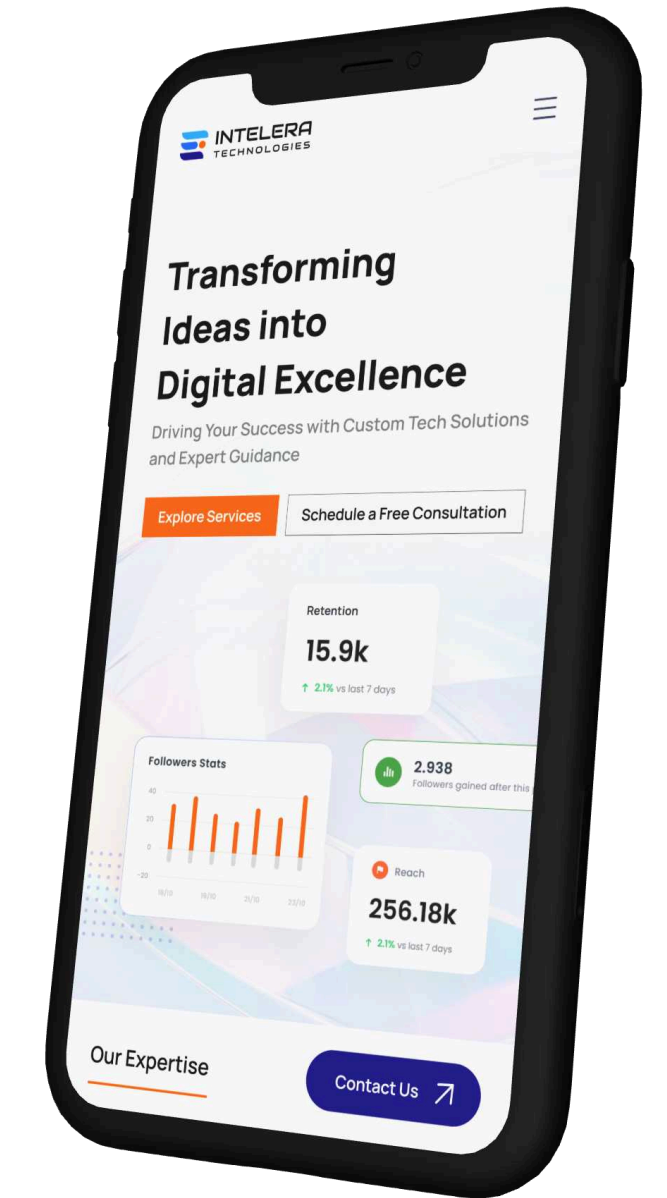
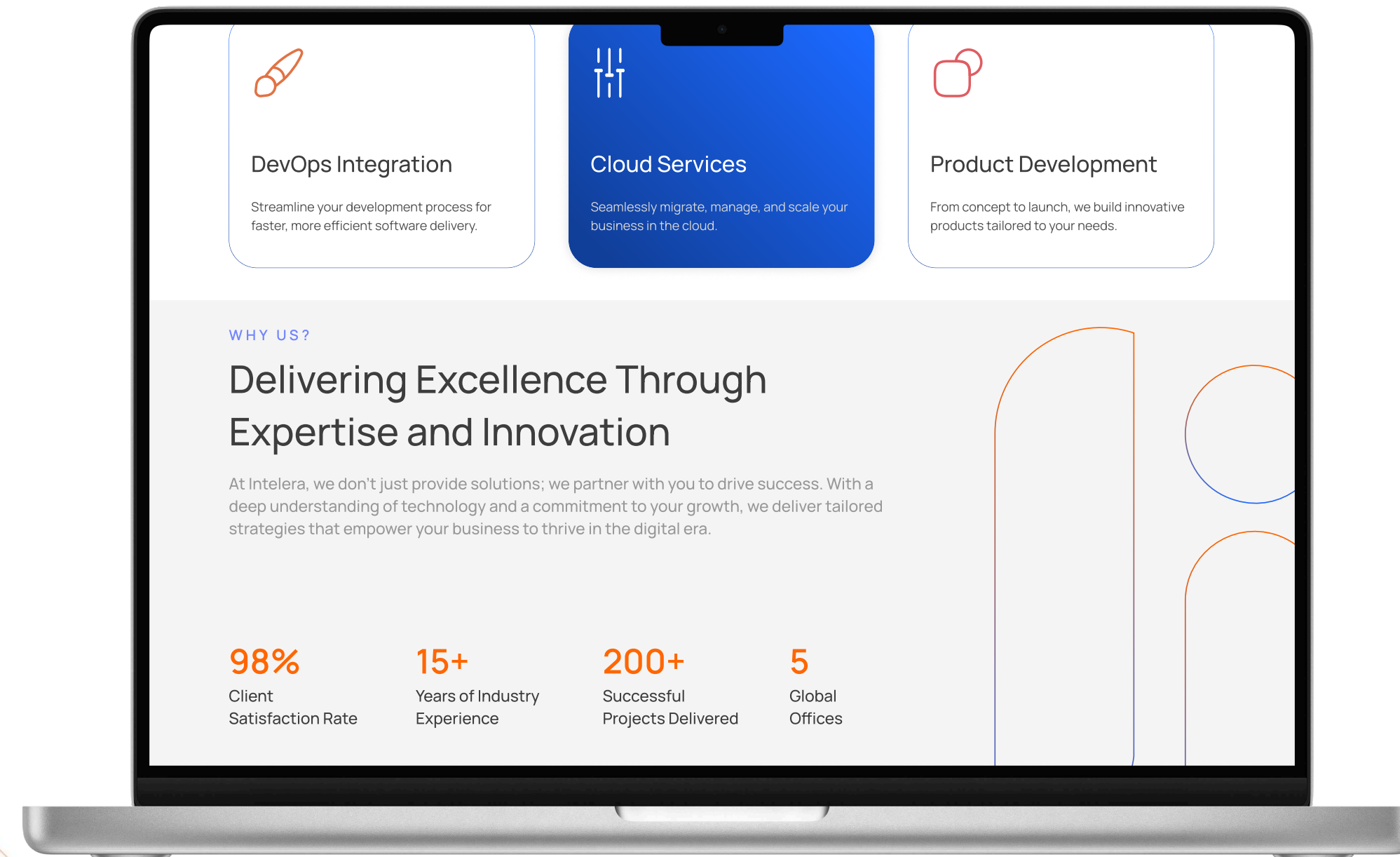
projected visitor retention.

8.6/10

ux audit score

Redefined digital presence for Intelera to reflect innovation and credibility.

Redesigned Intelera’s website to mirror its technical edge and enterprise focus—combining modern storytelling, clear structure, and optimized performance to boost credibility and drive conversions – helping Intelera build trust with Fortune 500 clients.



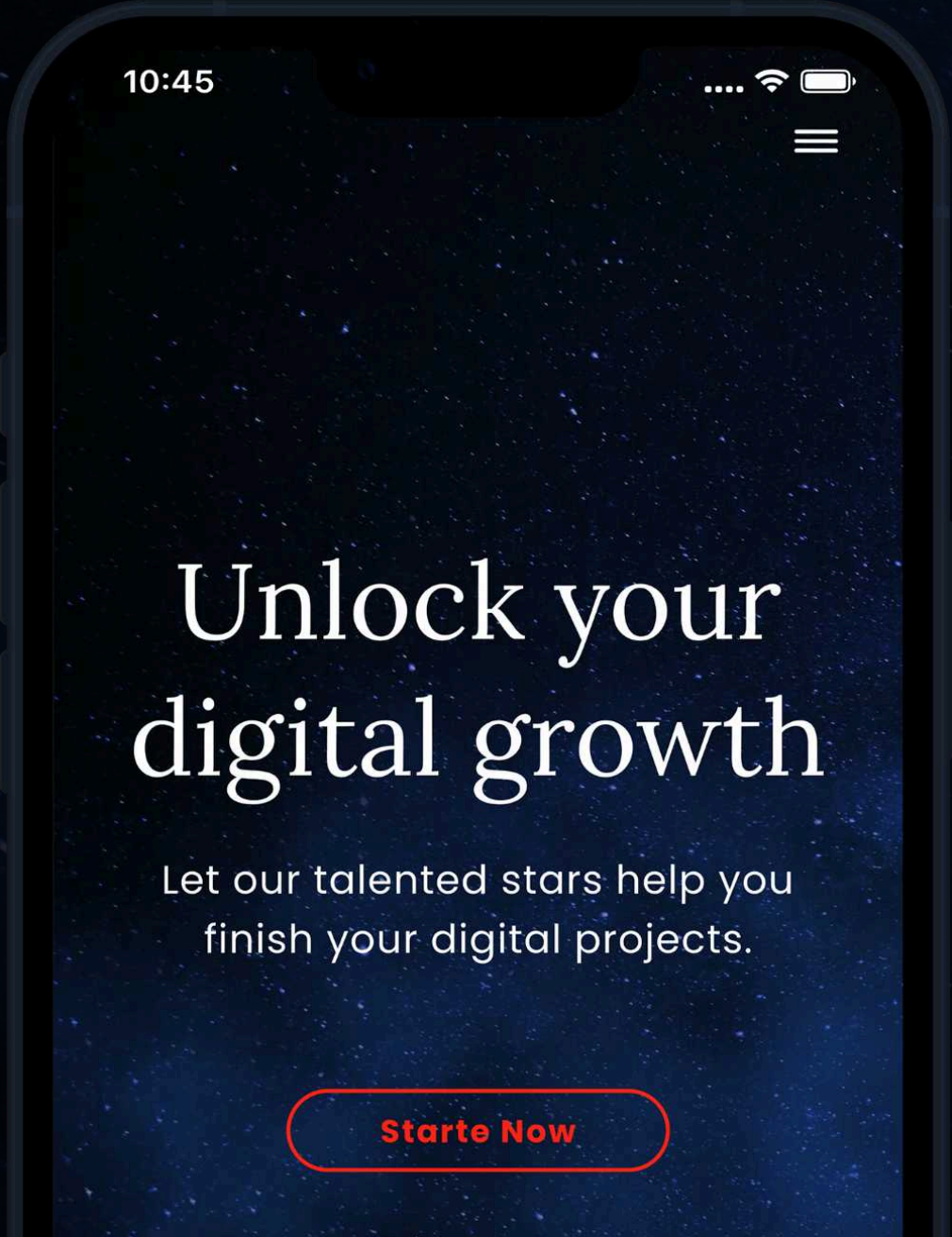
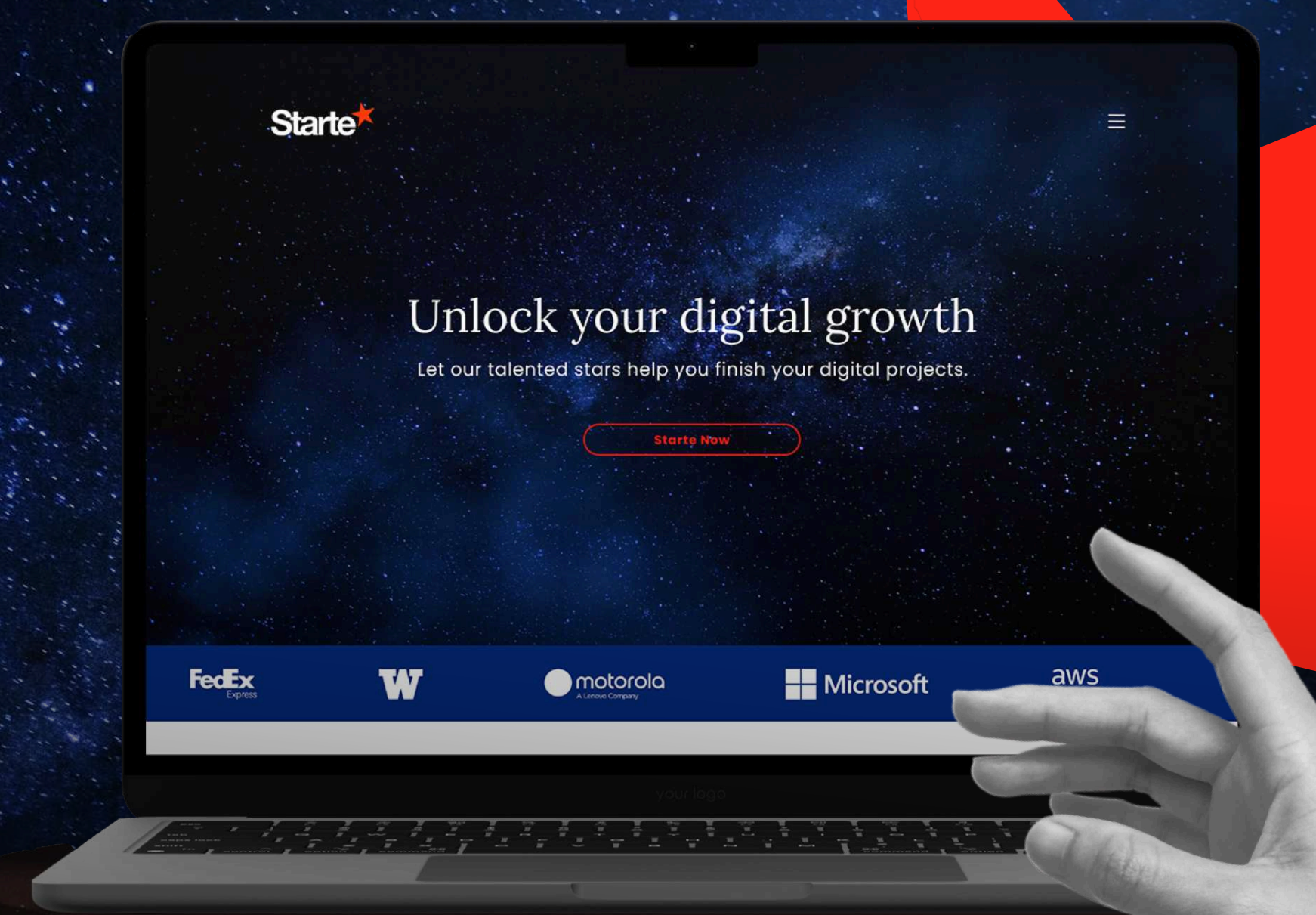
<p>100%</p> <p>Customer satisfaction</p>	<p>97%</p> <p>On-time Delivery rate</p>	<p>70%</p> <p>Increase in content discovery rate</p>	<p>150%</p> <p>ROI on Investment</p>
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INDUSTRY: Digital Project Solutions

Created a robust, engaging and secure website to increase market share for Starte.

Starte supplies clients with highly capable technical talent chosen to integrate well with existing teams, processes and intentions – smoothly and with a sense of urgency. We helped design and develop a robust, marketable website that helped increase Starte's brand awareness and fueled their lead pipeline.



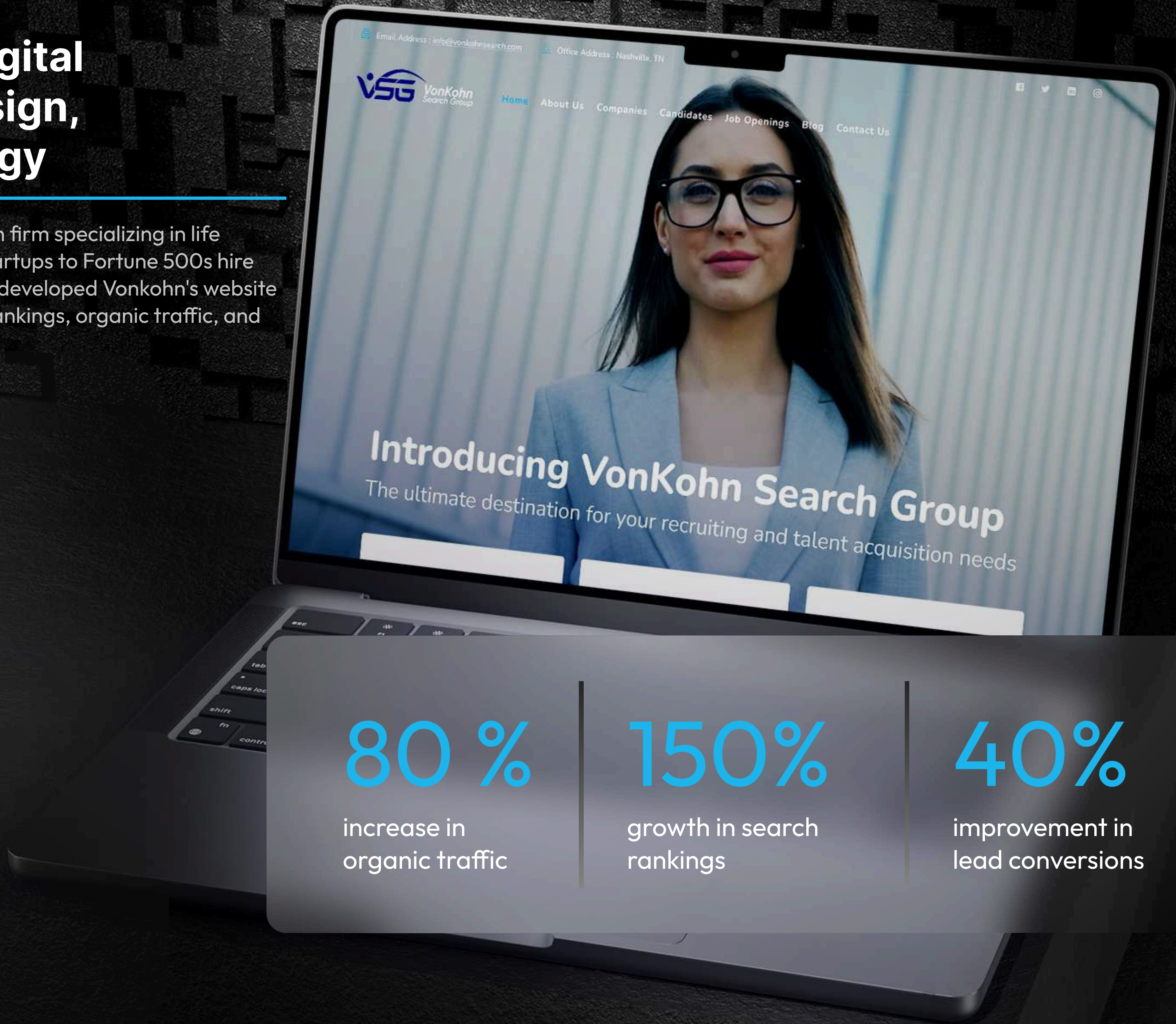
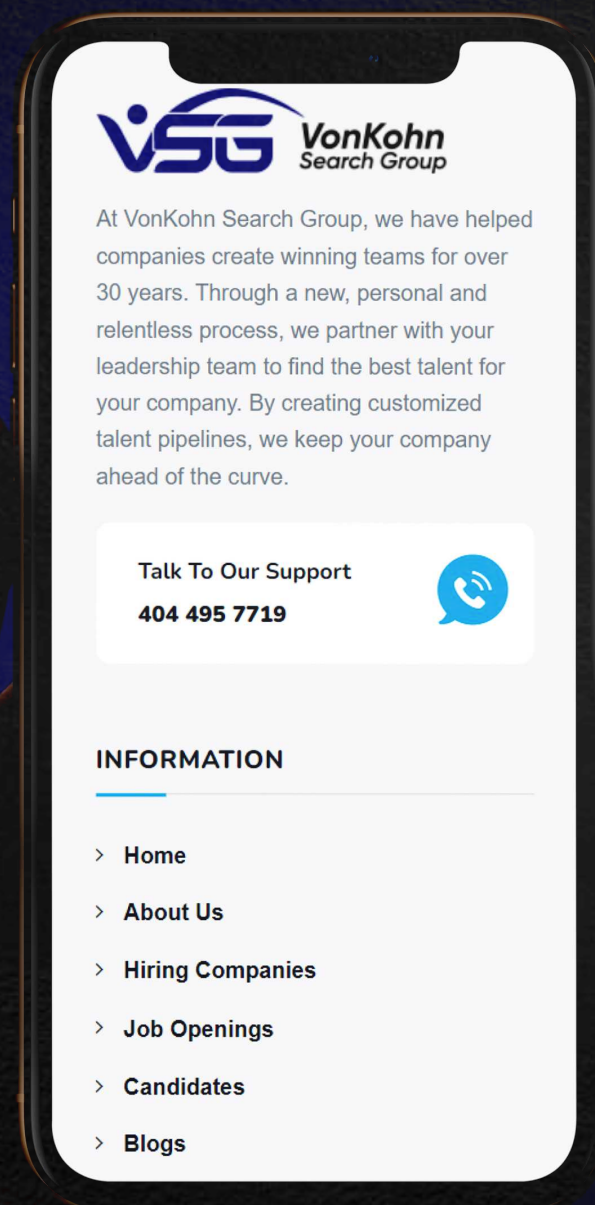
<h2>200+</h2> <p>leads generated through organic website traffic</p>	<h2>80%</h2> <p>Increase in time spent on page</p>	<h2>150%</h2> <p>Faster load time on the website</p>
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INDUSTRY: Recruitment and Talent Acquisition

Delivering exceptional digital experiences through Design, Development, and Strategy

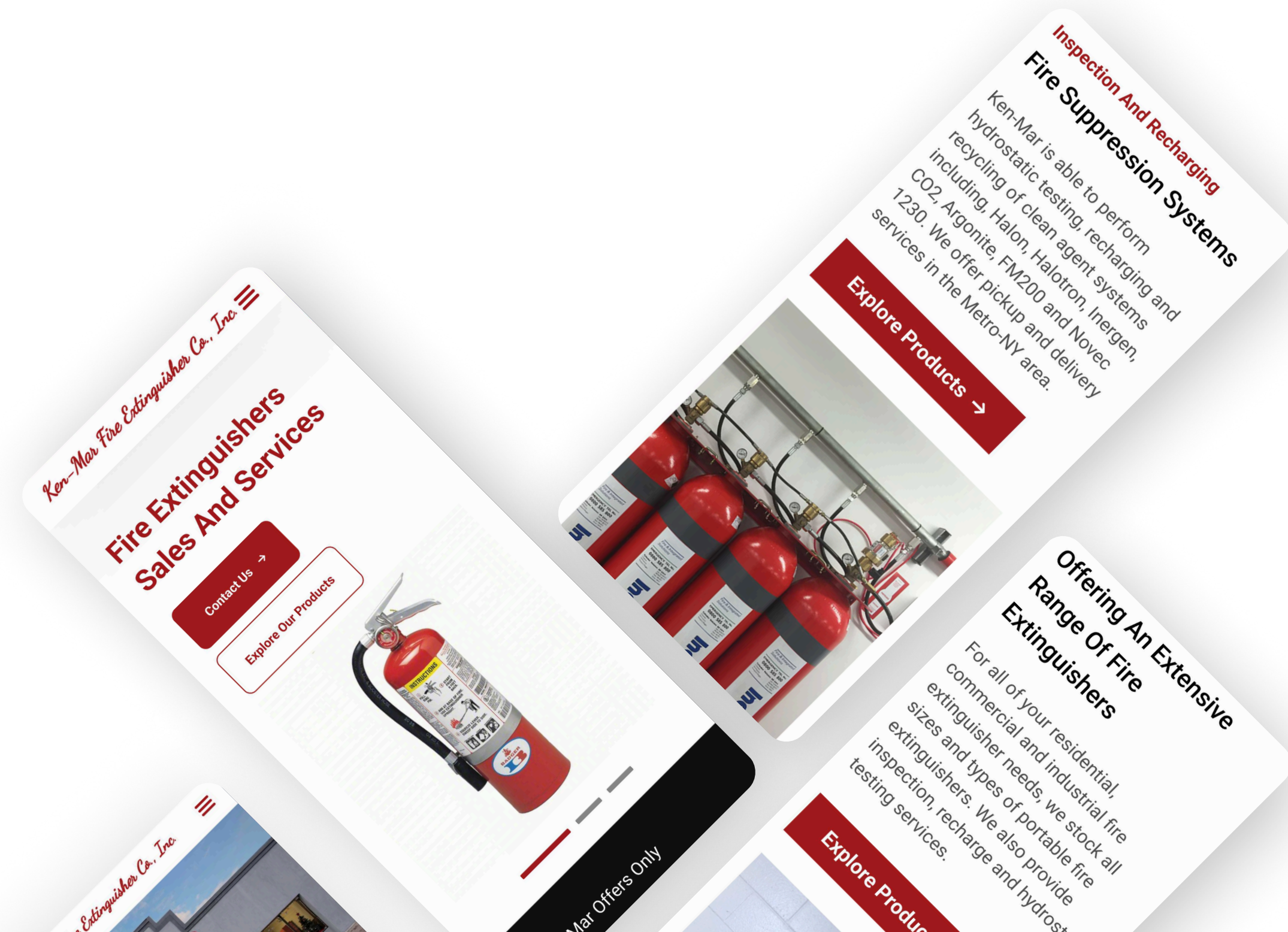
VonKohn Search Group is a national executive search firm specializing in life sciences and healthcare, helping companies from startups to Fortune 500s hire top talent. We re-branded, built design systems and developed VonKohn's website and optimized their SEO strategy, boosting search rankings, organic traffic, and lead conversions.



<h2>80 %</h2> <p>increase in organic traffic</p>	<h2>150%</h2> <p>growth in search rankings</p>	<h2>40%</h2> <p>improvement in lead conversions</p>
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A website build leading to increase in brand awareness and lead generation

Ken-Mar Fire Extinguisher Co., Inc. has provided fire suppression services in the NYC Metro Area, Nassau, and Suffolk County for over 50 years, specializing in fire extinguisher services, cylinder testing, welding gas, and clean agent systems. Tru Performance boosted Ken-Mar Fire's online visibility by designing a modern website and executing a strategic SEO plan. Optimized content and improved search rankings drove higher traffic, increased inquiries, and enhanced customer engagement.



90%

website traffic increase

180 to 35

search ranking improvement

40%

lead growth increase in inquiries

35%

conversion rate boost



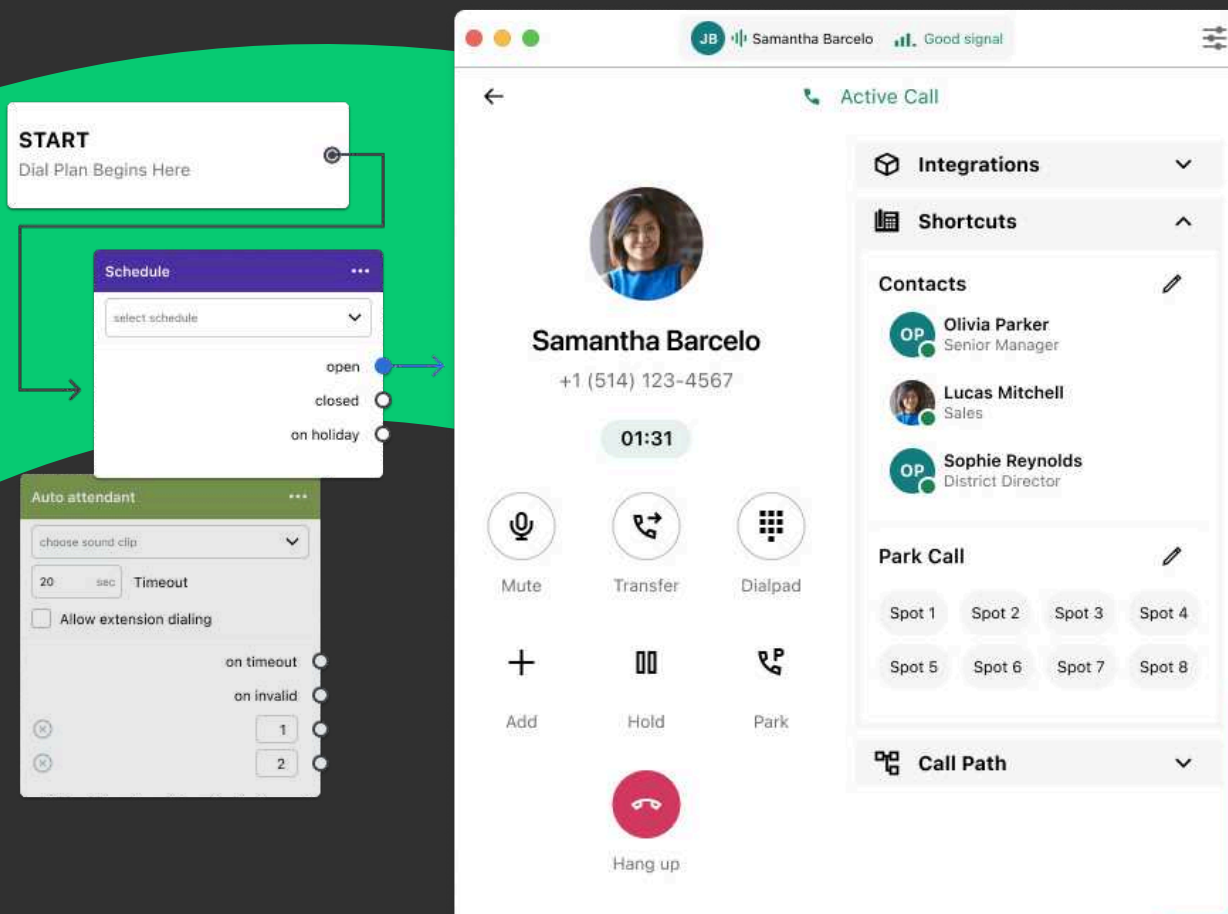
INDUSTRY: Cloud-Based Collaboration & IT Management

Optimizing Digital Experience & Reducing Churn

GoTo, a leader in cloud-based collaboration and IT management, wanted to enhance their website, improve user experience, and reduce customer churn.

Key Enhancements & Impact:

1. **Sitecore Development** – Migrated and optimized the website for seamless content management.
2. **UI/UX Improvements** – Enhanced navigation and accessibility for a better user experience.
3. **CRO Strategies** – Optimized landing pages, boosted conversions
4. **Business Growth** – Increased engagement and customer satisfaction



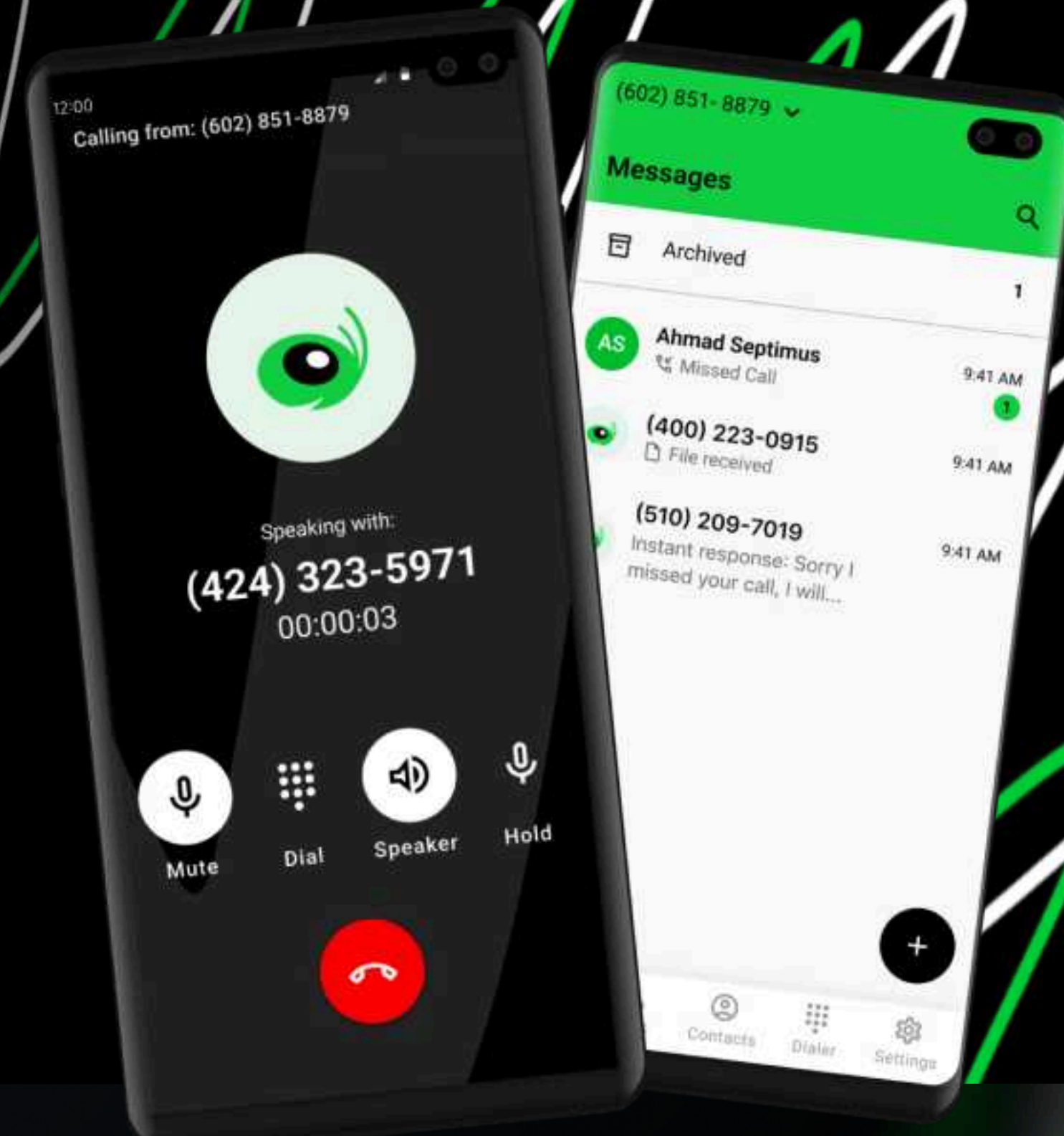
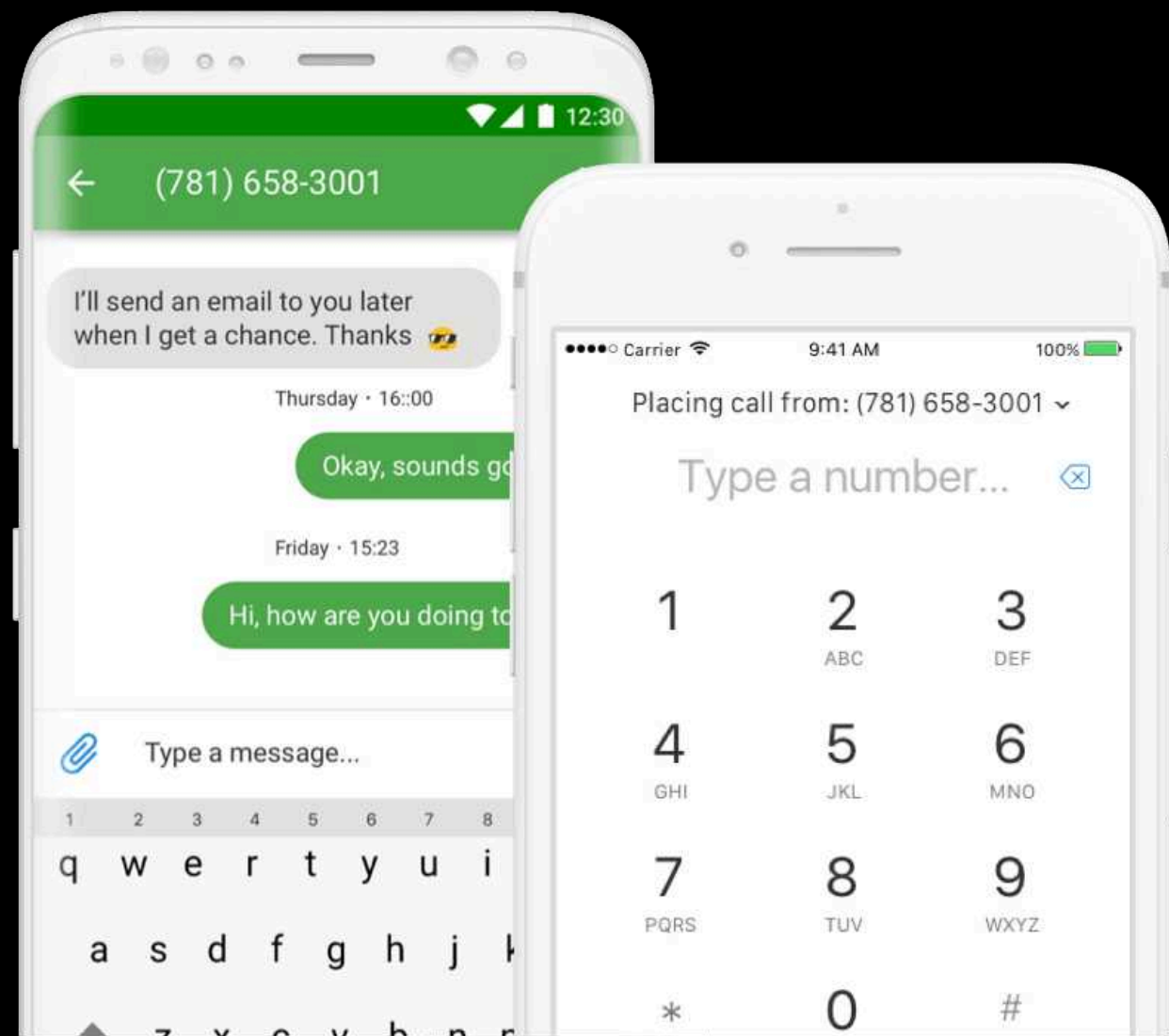
<h2>50%</h2> <p>increase in conversions</p>	<h2>20%</h2> <p>reduction in churn rate</p>	<h2>60%</h2> <p>improvement in engagement</p>	<h2>48%</h2> <p>faster website performance</p>
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INDUSTRY: Virtual Phone Systems

Building Engagement & Community for Grasshopper's Virtual Phone System

Grasshopper, a virtual phone system for small businesses, aimed to increase its social media presence, drive organic engagement, and build a community of loyal followers. The challenge was to achieve this without extensive paid promotion, relying on organic strategies to establish authority and trust.



60%

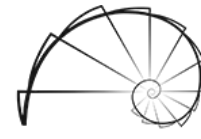
Increase in organic engagement within 6 months

10K+

Followers increased within 8 months

30%

Increase in web traffic attributed to social media



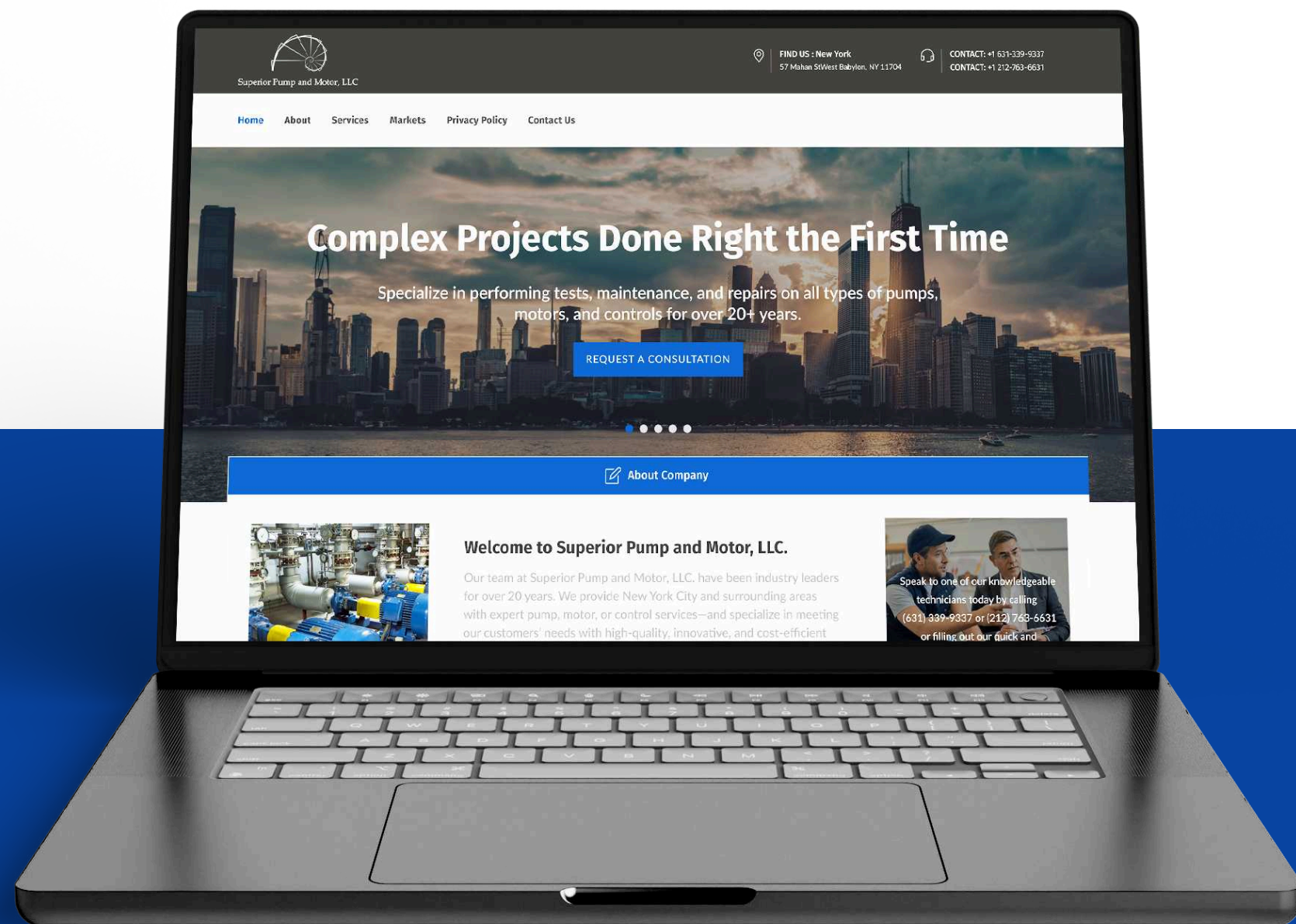
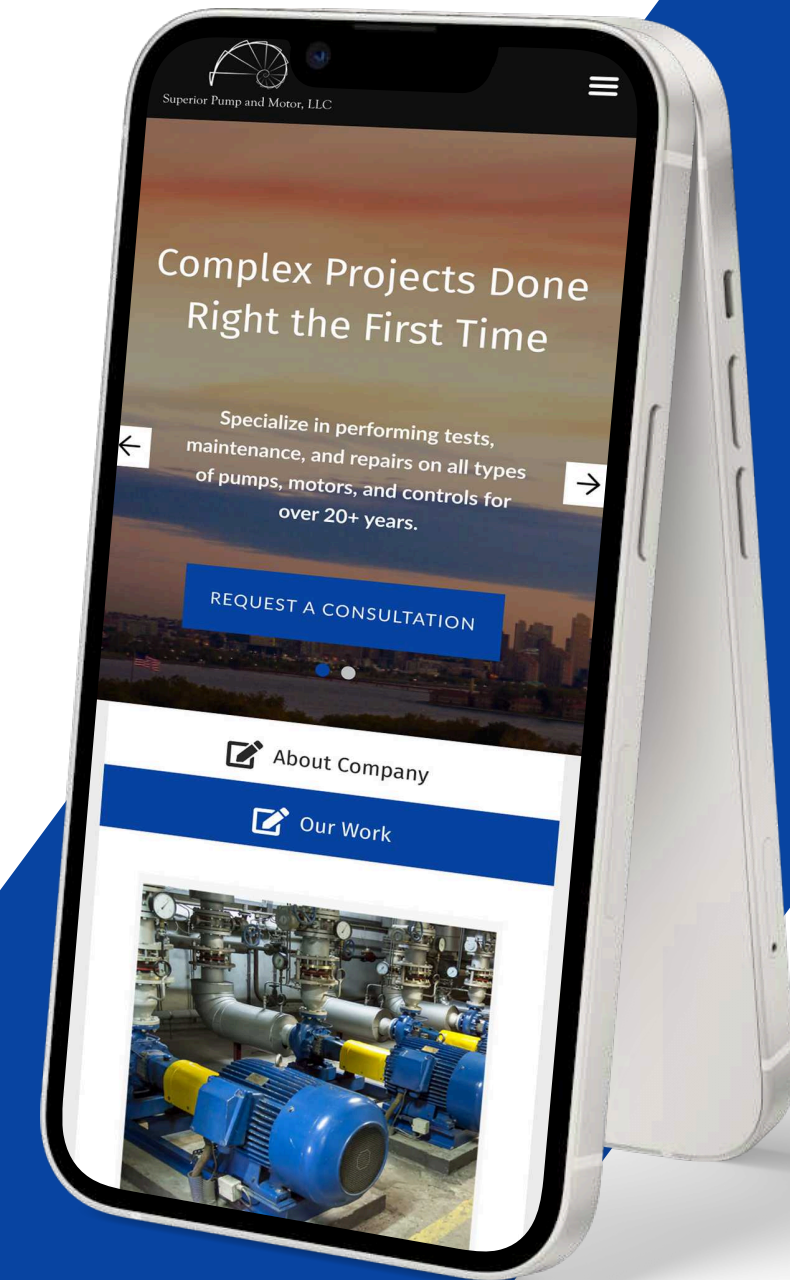
Superior Pump and Motor, LLC

Increase in revenue led by a website revamp

Superior Pump and Motor, LLC has over 20 years of experience in pump, motor, and control services across NYC, serving municipal, fire protection, industrial, and commercial markets.

Tru Performance built a functional, engaging website that enhanced user experience, increased customer inquiries, and drove revenue growth.

INDUSTRY: Industrial Pump Equipment & Services



<p>110 %</p> <p>website Traffic Increase</p>	<p>80%</p> <p>lead Growth increase new inquiries</p>	<p>75%</p> <p>conversion Rate Boost</p>	<p>140%</p> <p>revenue Growth</p>
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INDUSTRY: Liquor - Food & Beverages

Crafted a bold digital launchpad for Swigger

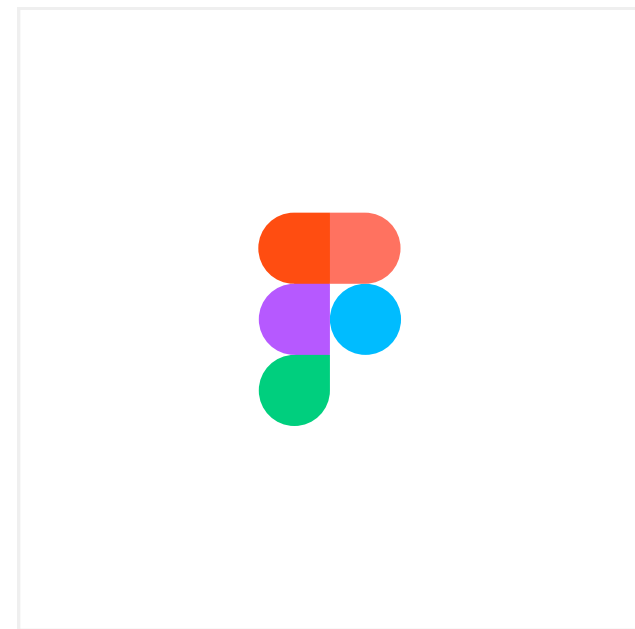
Created a bold, high-impact website for Swigger—the world’s first all-natural, multi-spirit ready-to-chug shot—capturing its Pull-Rip-Chug energy and driving brand awareness, retail traction, and curiosity.



60ML
READY TO CHUG SHOTS

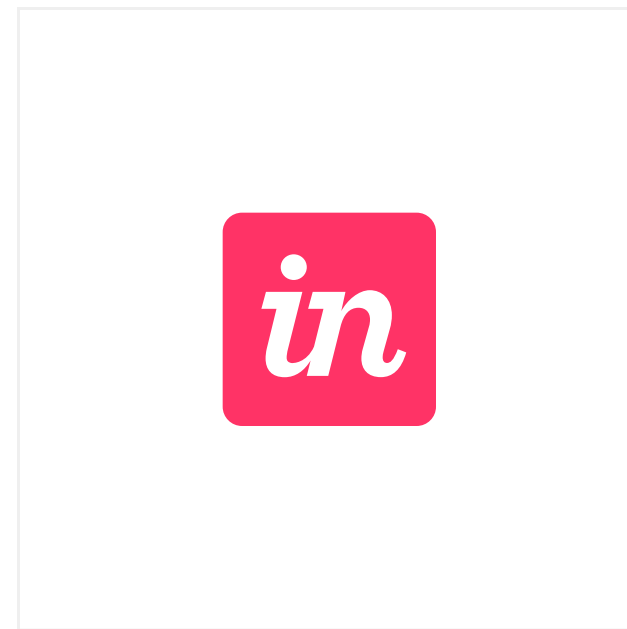
BEST SERVED CHILLED

UX/UI Tools Used



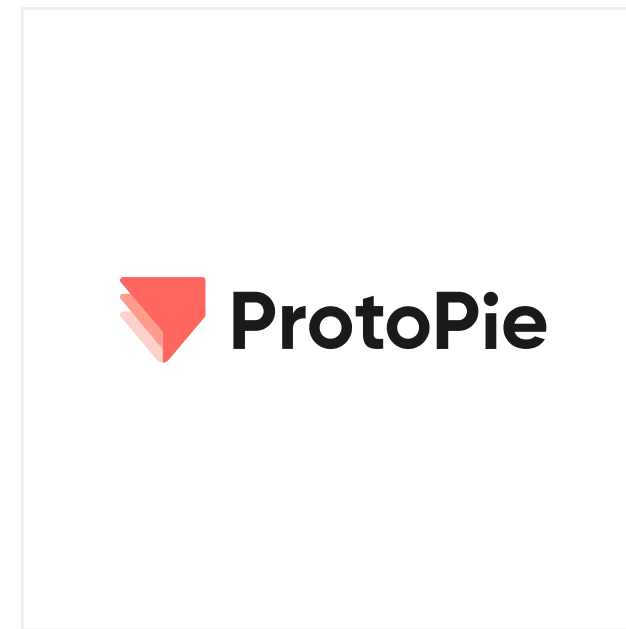
Figma

Collaborative design tool for digital projects



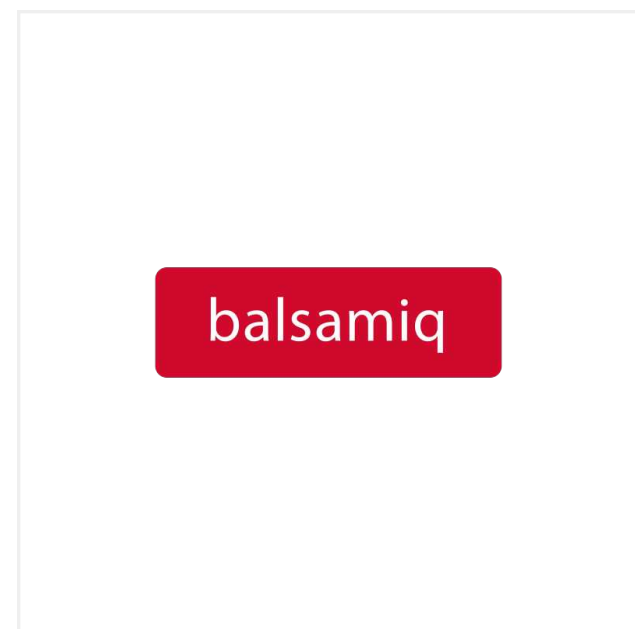
InVision

Prototyping and design collaboration platform



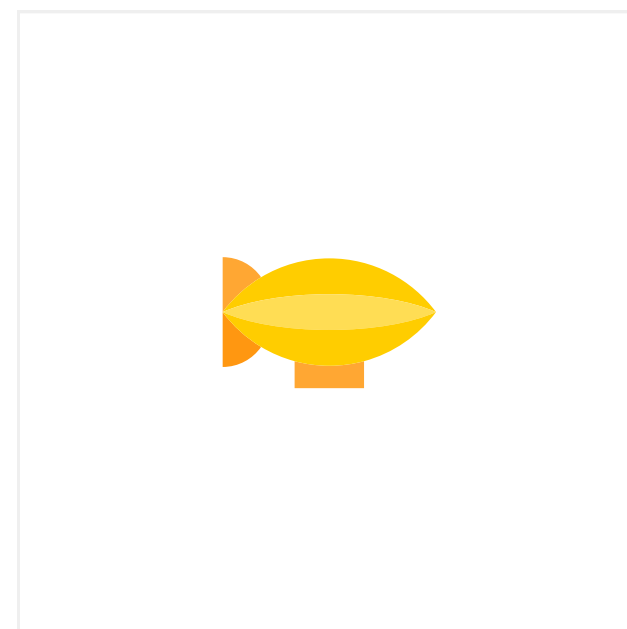
ProtoPie

Interactive prototyping tool for mobile apps



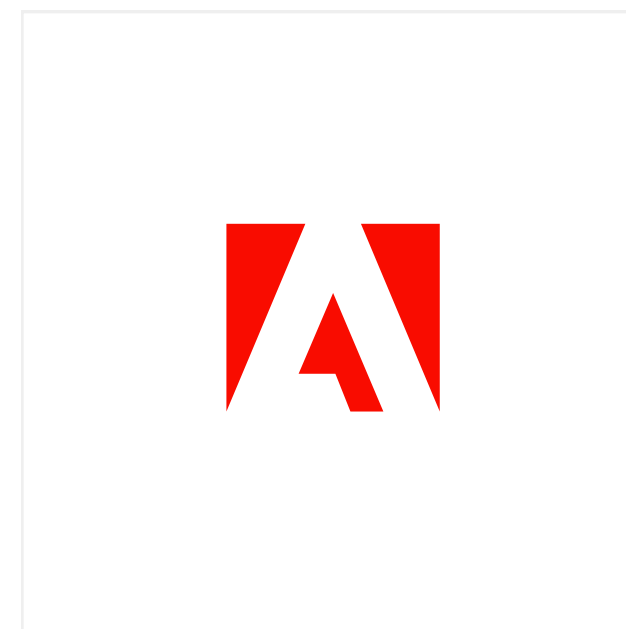
Balsamiq

Wireframing tool for fast and simple prototyping



Zeplin

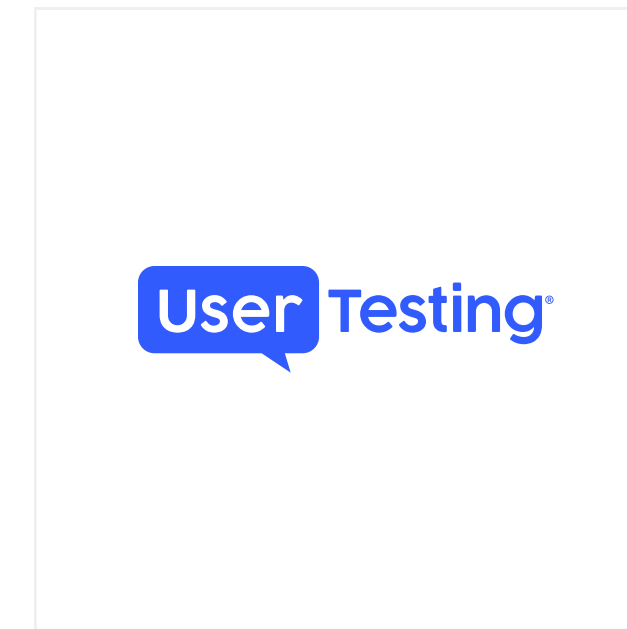
Design handoff and collaboration platform



Adobe

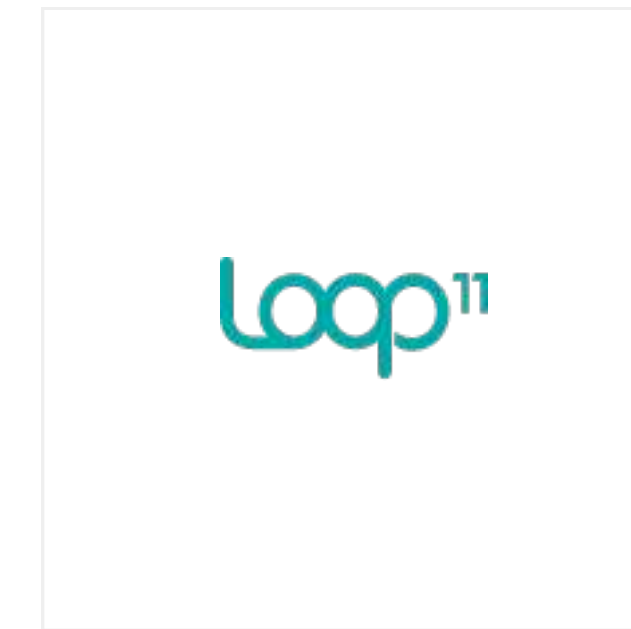
Collaborative design tool for digital projects

UXR tools used



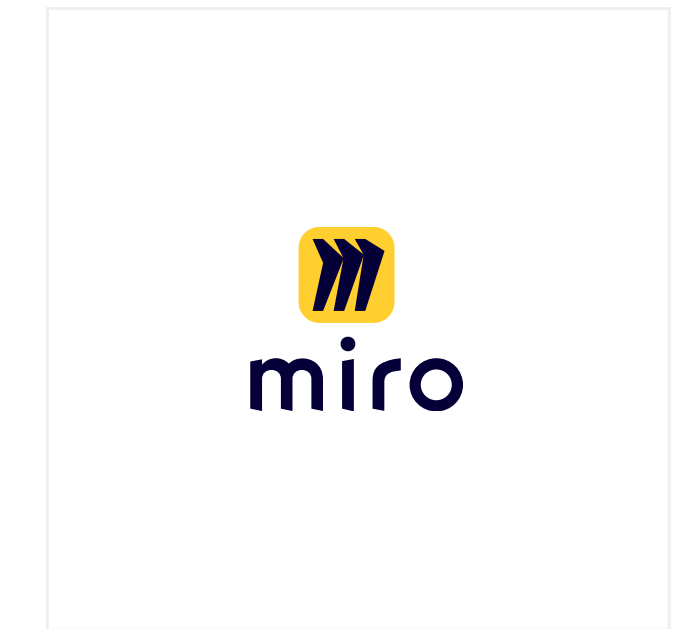
UserTesting

User research platform for usability testing



Loop 11

Online user testing and usability research



Miro

Online whiteboard for collaborative visual work

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Creative
NUDGE

THANK YOU!

TOGETHER WE BUILD GREAT PRODUCTS