



CASE STUDY

56 Seconds Wasn't a Design Problem

How data turned a website refresh into a customer strategy for Colgate.

The Ask

The brief sounds simple:
redesign Colgate.com.

Keep the model.
Modernize the experience.

But the data is telling a
different story.



The Problem:

A site built to sell, on a site that doesn't perform

21.7M

visits per year

56 sec.

average time
on site

1.19

pages visited per
session

84.6%

traffic to articles,
not products

Every minute spent on a
PRODUCT-FOCUSED PAGE
is a missed opportunity to solve a
customer's real problem.

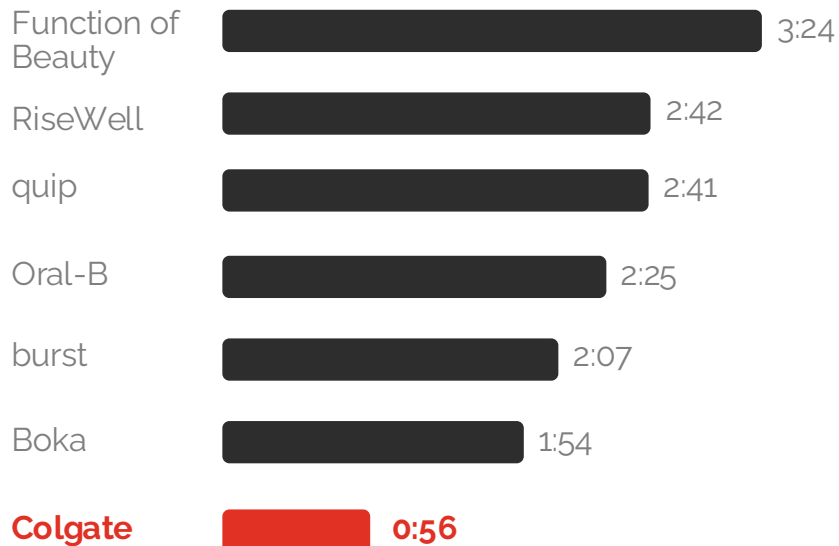
The Signal

People were arriving.
They weren't staying.

Colgate, the biggest brand has
the lowest time spent on site.

The gap was too large to
solve with a cosmetic
redesign alone.

TIME SPENT ON SITE



12-month Similarweb view

Newcomers are changing the model

quip

"Healthy mouth made simple."

Content built around habits, not features.

burst

"Transforming oral care through subscriptions."

Provide affordable oral care to everyone.

BOKA

"Works with your body, not against it."

Oral health tied to whole-body wellness.

RiseWell

"Clean Ingredients. Clean Teeth.. Clean Body."

Natural oral care rooted in science.

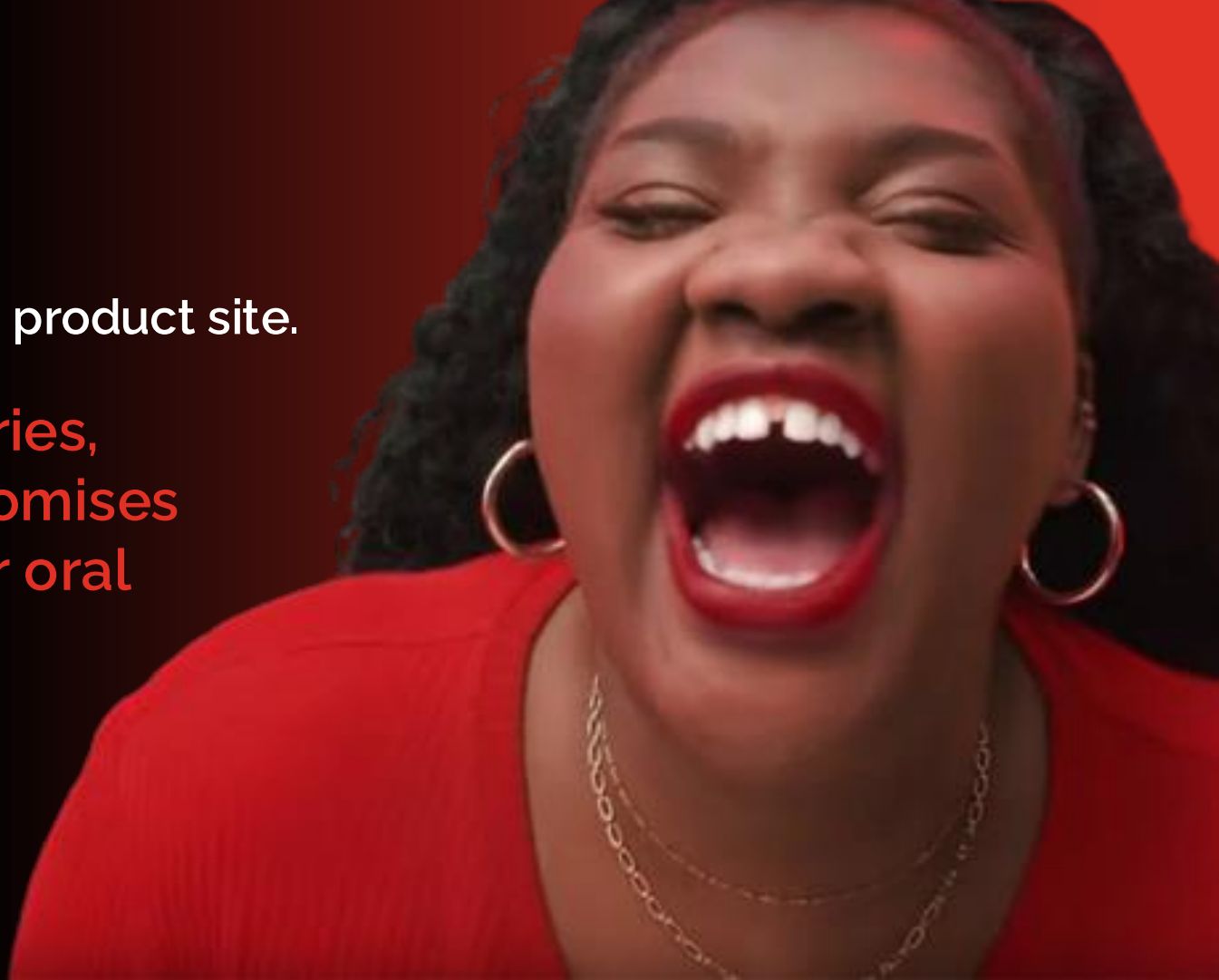
Content built around **the person**, not **the product**.



The Insight

People don't need a product site.

They want stories,
values, and promises
towards better oral
health.

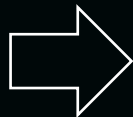


The Reframe: The strategy shift

FROM



A destination to
showcase products



TO



A helpful, valuable
oral care health
service

One sentence:

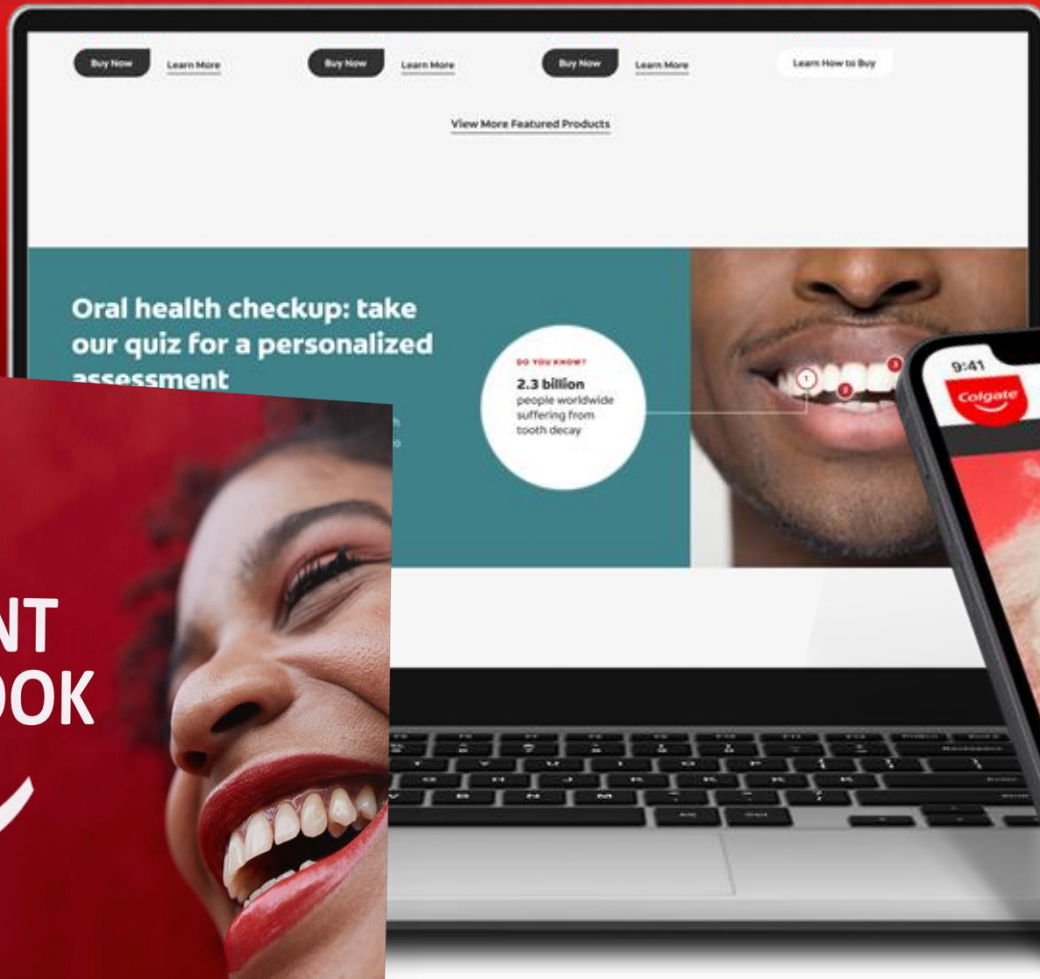
“From website redesign
to CX transformation.”

Every team moving in the
same direction for the first
time.

The Value

The recommendation became a new way of working. Not another strategy deck.

| **A set of experiences and tools people could use.**



The Takeaway



9 data sources didn't
move a CMO.

1 sentence did.

Colgate had the most visitors
of any brand in the category...
and the least reason for
anyone to stay.