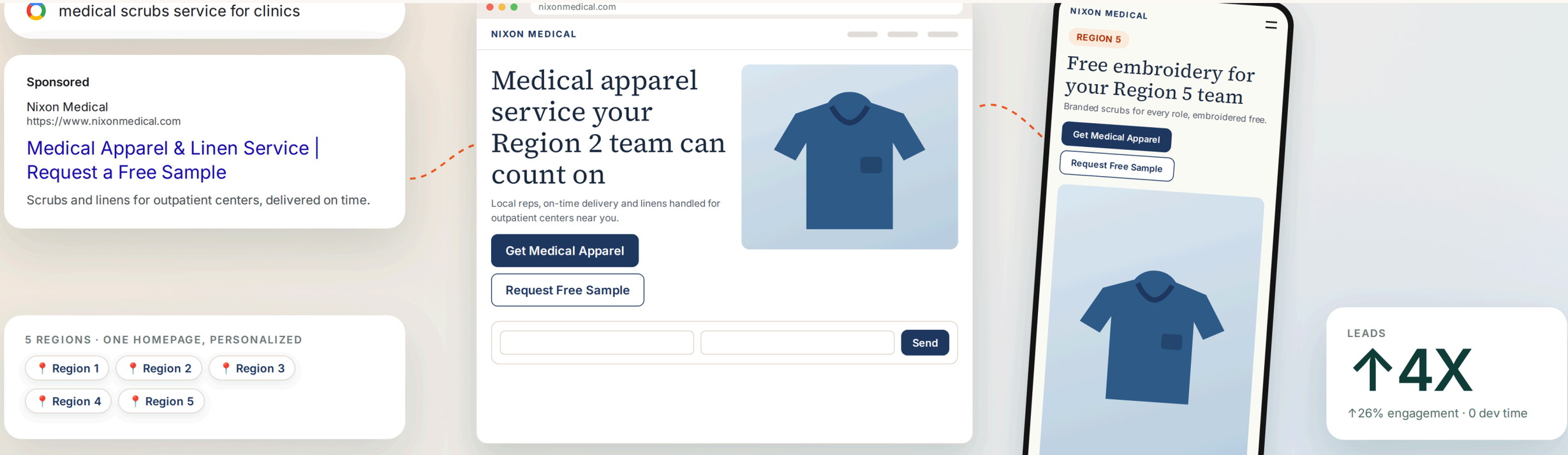
CUSTOMER STORIES

NIXON MEDICAL × fibr.ai

HOW NIXON MEDICAL BOOSTED ENGAGEMENT AND REVENUE WITH 4X MORE LEADS



↑4X

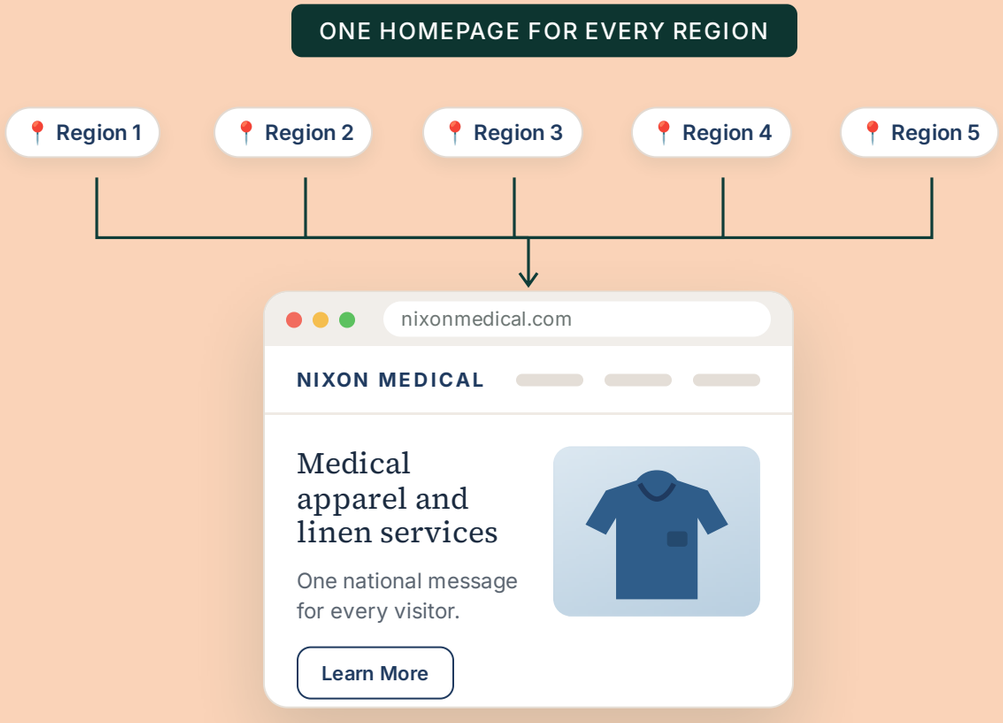
LEADS

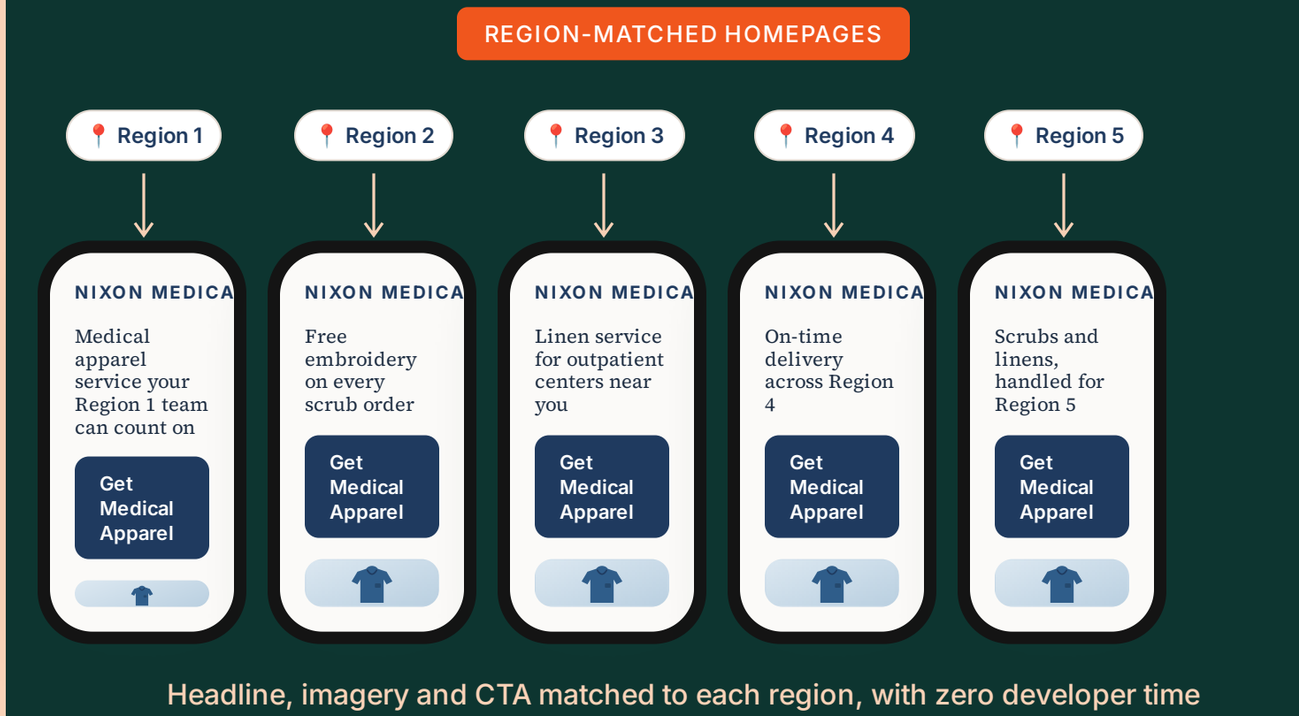
More qualified leads from region-matched homepages, with zero developer time.

→ **The gap:** Growing traffic, but one generic homepage for every region, with weak CTAs and long forms.

→ **How Fibr AI helped:** Region-matched homepage variants and CRO-audit fixes, deployed without code.

→ **The result:** 4X more leads and 26% higher engagement across 5 regions.





Nixon Medical, at a glance.

The quiet force behind clean, professional healthcare environments across the U.S., specializing in medical apparel and linens for outpatient centers. Known for on-time delivery and reliable service, Nixon needed its website to deliver that same dependable, high-touch experience: faster, more relevant, and built to convert.

FOUNDED	1967
INDUSTRY	Healthcare Apparel & Linen Services
EMPLOYEES	500+
GEOGRAPHY	U.S. (nationwide)
USE CASE	Homepage + Google Search Ads personalization

SCALE OF OPERATIONS

10,000+
Outpatient centers served

59+
Years in the industry

500+
Employees

5
Regions targeted in this campaign

THE CAMPAIGN IN FOCUS

A nationwide CRO and personalization program across 5 key U.S. regions, combining homepage A/B testing, region-specific messaging, and CTA and form optimization. Each region had a different mix of service offerings, customer needs and search behavior.

“

We're committed to making this a success with Fibr AI. They have helped us identify core CRO issues with our website. We see a great value working with Fibr AI.

TRACY CHAMBERLEE
VP MARKETING · NIXON MEDICAL

Reliable in person.
Generic online.

GROWING TRAFFIC, INCONSISTENT LEADS

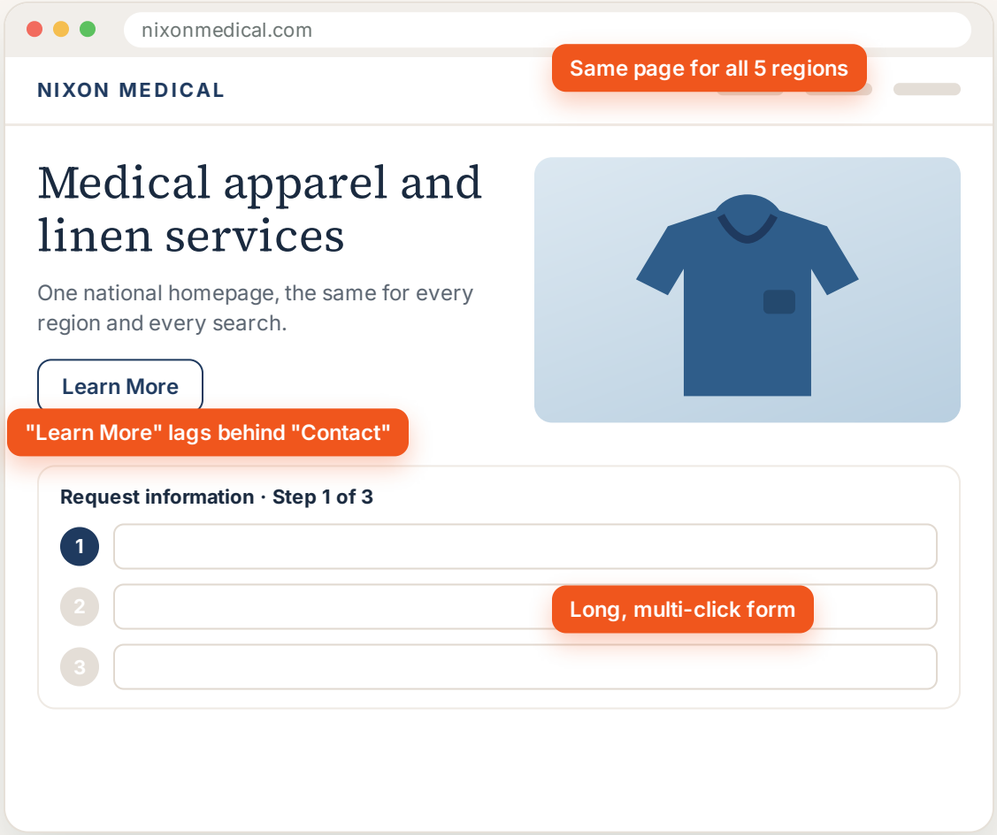
Inbound traffic was growing, but lead quality stayed inconsistent, and many visitors dropped off before converting.

ONE HOMEPAGE FOR EVERY REGION

A nationwide footprint, but one homepage that ignored regional differences in service offerings, customer needs and search behavior.

THE COST OF THE MISMATCH

Vague CTAs like "Learn More" lagged behind direct actions like "Contact," and long multi-click forms caused drop-off before lead capture.

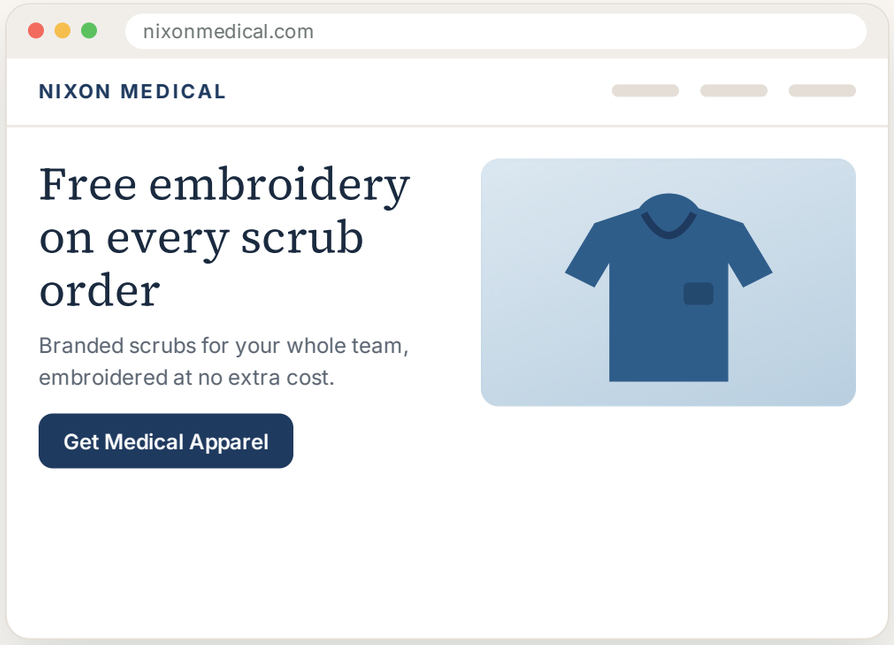


Five regions, personalized down to the city level, and a 50/50 test between two headline approaches.

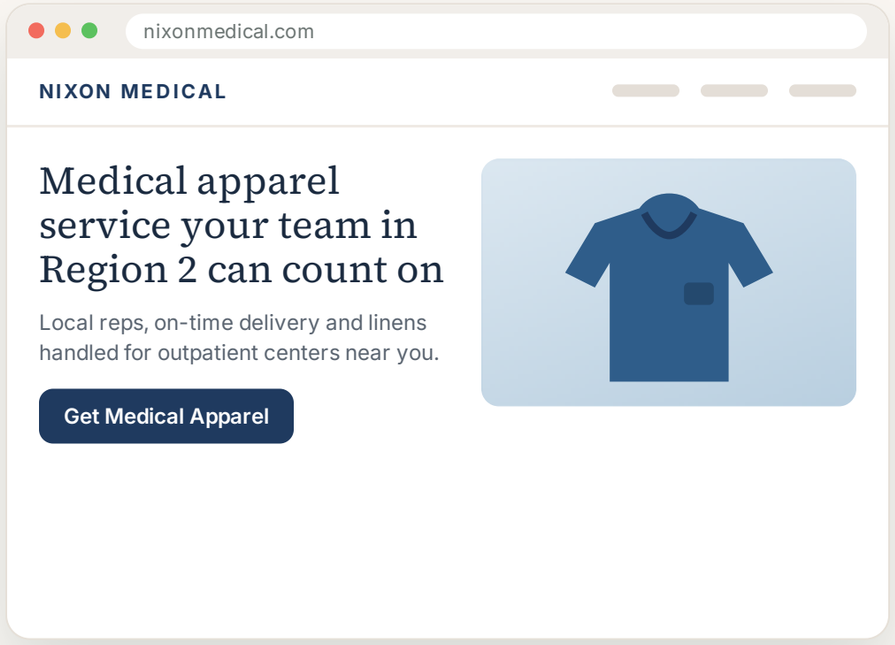
📍 Region 1 📍 Region 2 📍 Region 3 📍 Region 4 📍 Region 5

5 regions, personalized down to the city level · traffic split 50/50 between two headline approaches

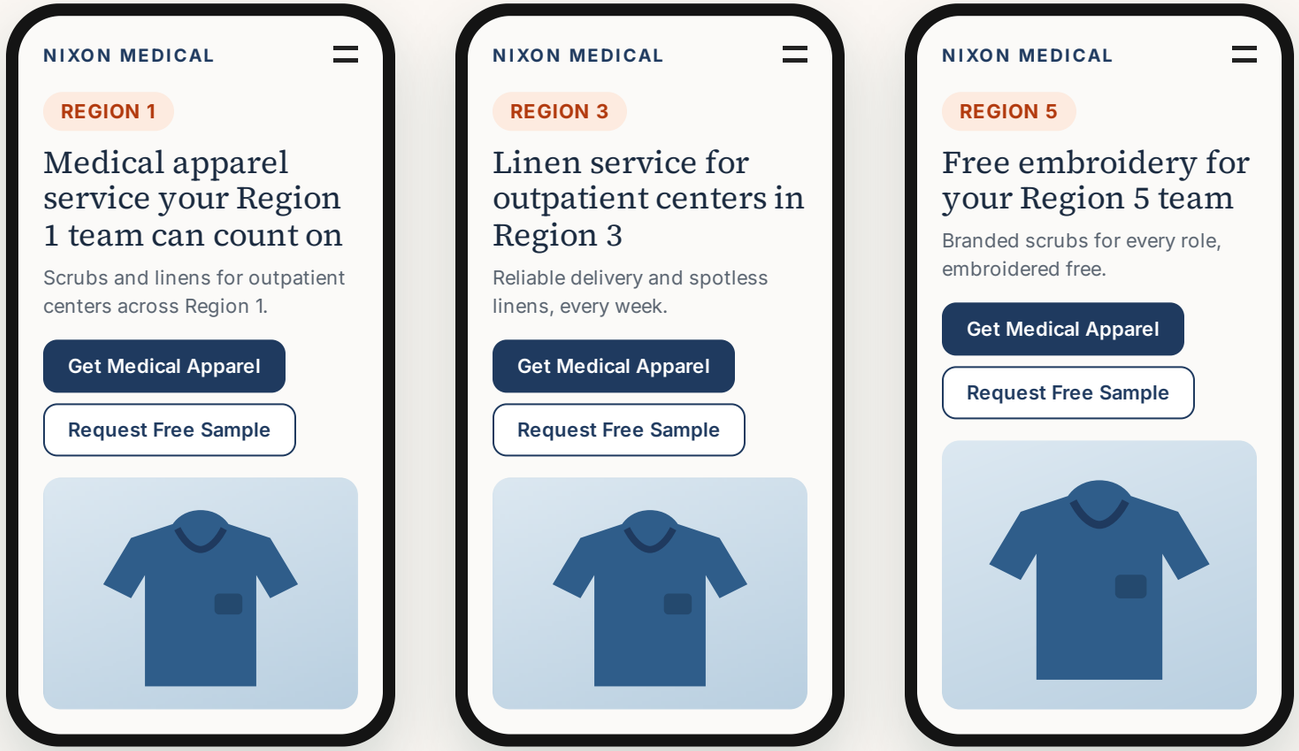
VARIANT A · 50% · FREE EMBROIDERY



VARIANT B · 50% · LOCALIZED MESSAGING



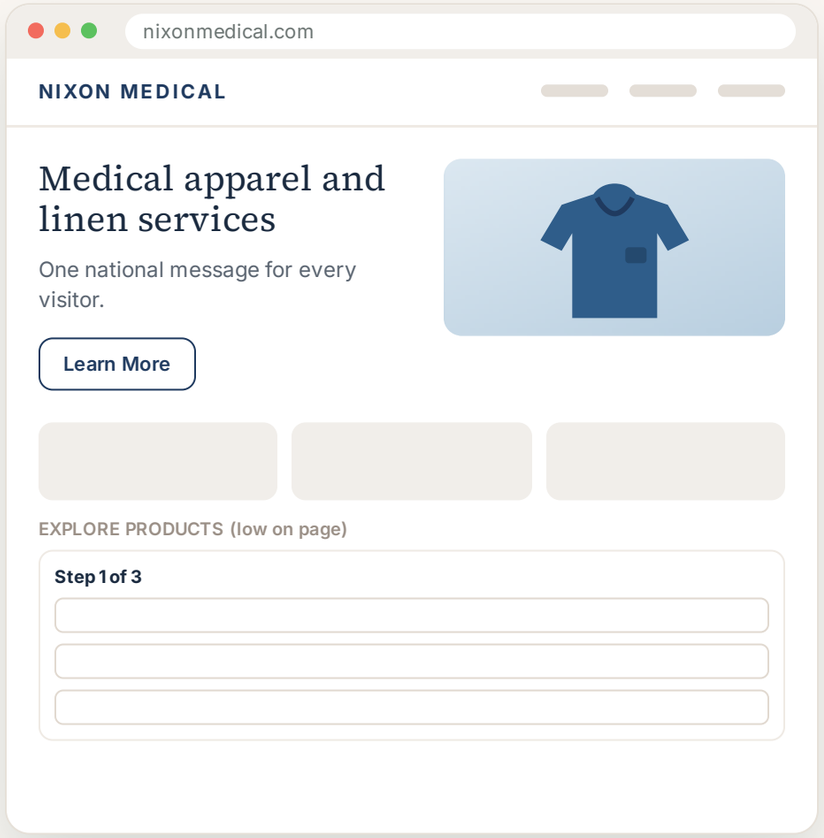
Headlines, images and CTAs adapted by region, with a clearer next step for visitors ready to act.



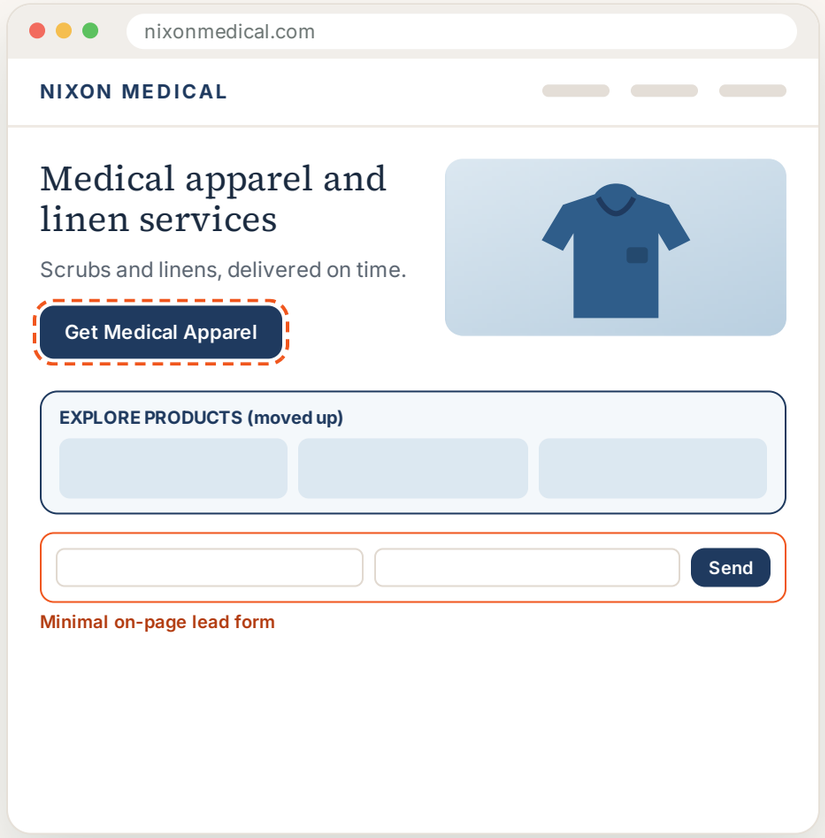
Headline by region | Imagery by region | CTA by region | + "Request Free Sample" for ready-to-act visitors

Direct CTAs, higher-converting sections moved up, and a shorter form, all launched without engineering.

BEFORE



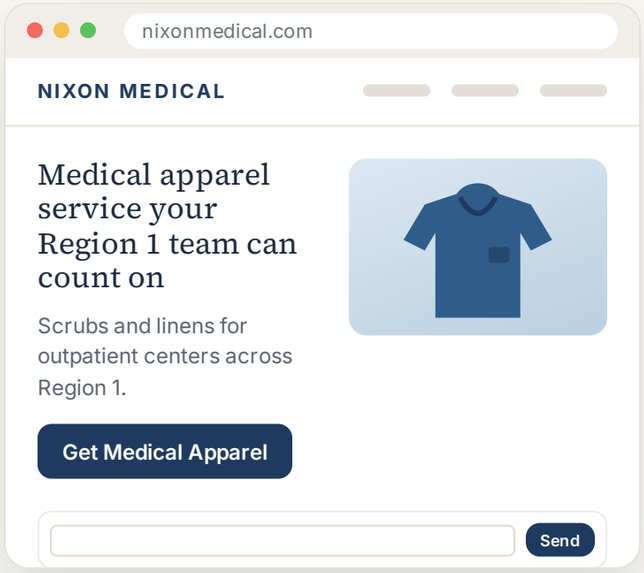
AFTER THE CRO AUDIT



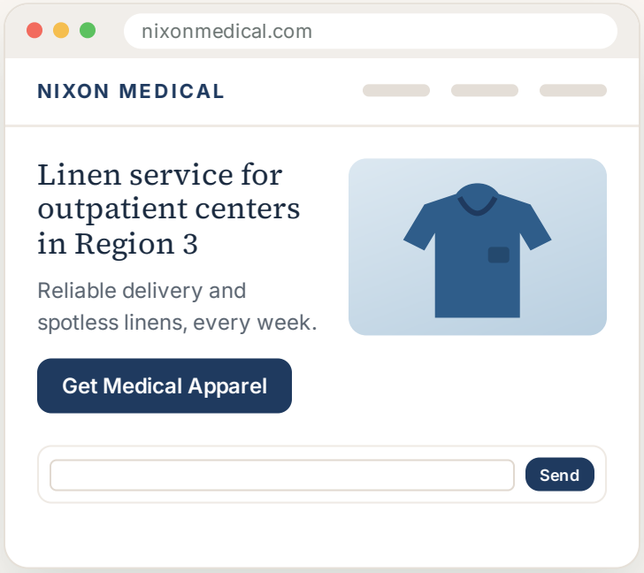
Every visitor saw a homepage built for their region, not just their traffic segment.

🔗 nixonmedical.com · the same URL for every visitor

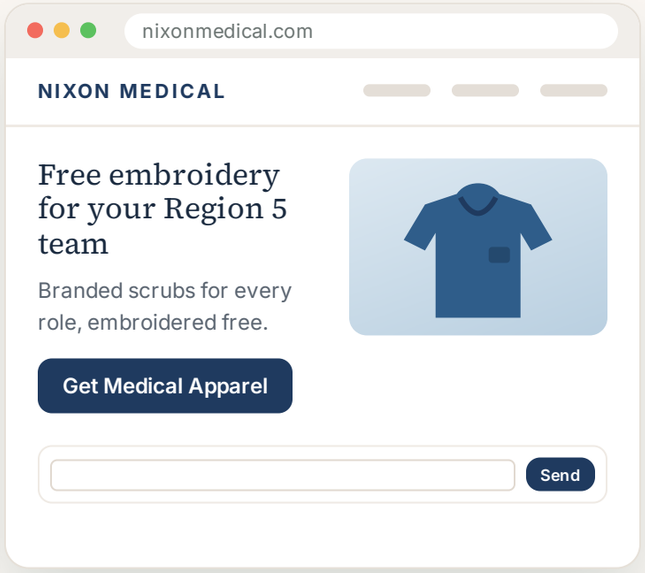
📍 Visitor in Region 1



📍 Visitor in Region 3



📍 Visitor in Region 5



Consistent gains across leads, engagement, and speed to launch.

Regional personalization drove a 4X lift in leads and 26% higher engagement across 5 targeted regions, with zero developer time needed to launch and optimize.

LEADS

↑4X

More leads from region-matched homepages, validated through A/B testing.

ENGAGEMENT

↑26%

Higher engagement on personalized pages across all 5 regions.

REGIONS

5

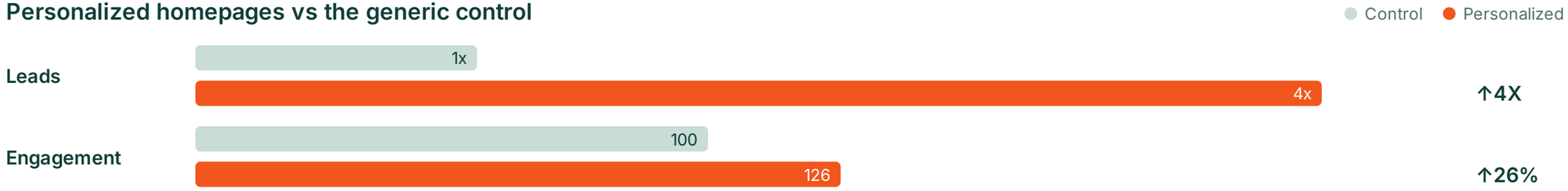
Key U.S. regions targeted, personalized down to the city level.

DEVELOPER TIME

0

Every variant and CRO fix launched by marketing, no engineering tickets.

Personalized homepages vs the generic control



What made the difference: region-matched headlines, direct CTAs like "Get Medical Apparel," and a minimal on-page form replacing a multi-click one.

What this teaches us about CRO for multi-region service businesses.

INSIGHT 01

A one-size-fits-all homepage underserves every region at once.



Nixon's single national homepage couldn't reflect real differences in service offerings and customer expectations across regions. Matching the homepage to each region, not just the ad, is what lifted lead quality.

INSIGHT 02

Direct CTAs outperform vague ones.



"Get Medical Apparel" outperformed "Learn More" by matching what ready-to-act visitors wanted to do next. Naming the action, not just inviting exploration, moved more visitors to convert.

INSIGHT 03

Removing dev overhead is what makes CRO iteration possible.



Zero developer time let Nixon's marketing team test, learn and redeploy fast. No-code deployment turned a one-time audit into an ongoing optimization loop.

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