

# How PHE Inc went from static websites to responsive to Drive Sales

## About PHE Inc

Founded in 1971, **PHE, Inc.** was born out of a master's thesis project on family planning by Phil Harvey.

From its inception as a mail-order contraceptive business, it has since grown into one of the nation's largest, oldest, and most trusted sources for adult products.

Serving millions of customers world-wide, **PHE Inc.**, has built a reputation for honesty, reliability and quality.

## About The Project

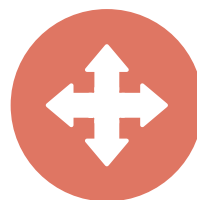
**Jim Mather** created the responsive framework for all of PHE's branded websites.

Utilizing the custom core code as the basis for all sites Jim created a library of CSS assets for each site's unique colors and layouts.

Each page was tested for ADA compliance and offering a mobile experience raised profits 13% in the first quarter.



**100+ million**  
page views per month



**13% increase**  
of sales immediately



**18% increase**  
of email subscriptions

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## Mobile first websites attract new demographic

Updated user experience attracted new customers

PHE Inc's brand was built on paper catalogs. The website had not caught up to modern times and they were losing potential customers who preferred mobile devices.

After watching online traffic patterns and realizing the market share mobile purchases have, **Jim Mather** was hired to drive the transition from a desktop experience to a mobile first environment.

Jim worked with the coding team to create a responsive site that could be used across all brands and updated quickly and efficiently. Jim worked to keep the existing website and create a mobile first mindset and approach. When the site launched PHE Inc saw immediate increases in page views, email subscriptions and online purchases (using the mobile experience).

## Results that invigorate

In the first quarter  
**PHE Inc.** saw:

- **100+ million** page views
- **120% increase** in organic search traffic
- **13% increase** in sales
- **18% increase** in email subscribers

## Project Highlights

### Jim Mather's Role

- Created the core site framework using HTML, CSS and jQuery
- Designed the mobile experience
- Team lead managing the code and design