



refreshing work

Unilever Cleanipedia

Reconnecting a global brand
with its users



Hoxby
Case study

Delivering glowing results for Unilever's Cleanipedia around the globe

Unilever wanted more for Cleanipedia, their global site for homecare cleaning information. They wanted stronger engagement with local audiences, higher user numbers and faster growth. They wanted to transform Cleanipedia into the leading global search authority on homecare cleaning. So they teamed up with Hoxby and challenged us to think big.

Tapping into our collective intelligence and talent across 43 different countries, we built specialised teams of native-language Hoxby associates and created an editorial-led SEO strategy, localised for individual sites in 11 different countries. We produced customised articles that captured local themes and trends for each market, ensuring authentic and compelling content across all the Cleanipedia regions. We improved data capture and SEO optimisation methods to increase site performance, user numbers and engagement.

Repeat visits were up 7.1% and referrals 1.2%+ year on year. Our refreshing solutions helped Cleanipedia become the world's leading authority on homecare. Consequently, in 2020, we were awarded further work, increasing the scope and number of Cleanipedia markets.



1,500

Original blogs
over 8 months

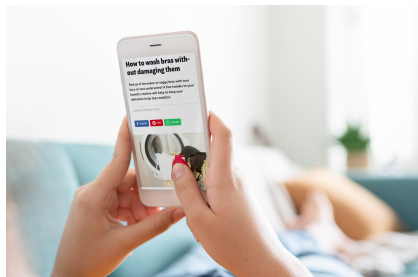
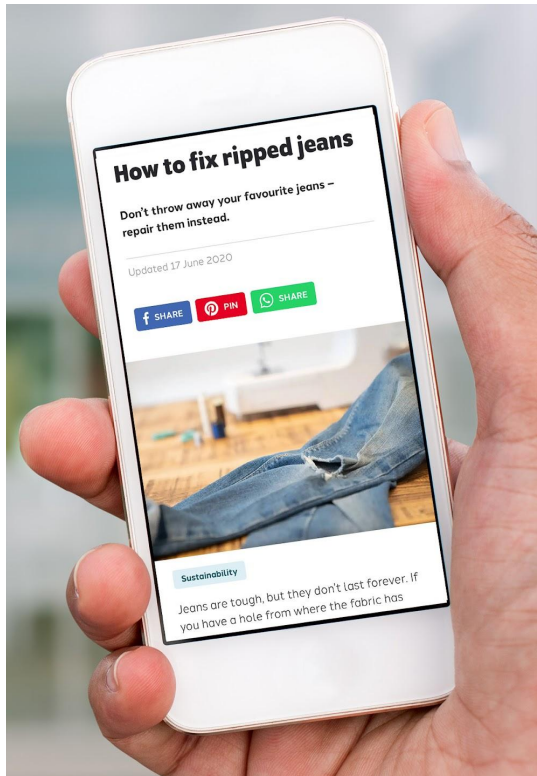
100%

Growth in organic
traffic year on year

How to
reconnect a
global brand
with its users
to drive
performance

How to
reconnect a
global brand





The [Hoxby] team worked in a super-agile way, which allowed us to deliver outstanding content quickly and at scale.

Alice Shaw-Beckett,
Head of content for Cleanipedia

11

Native language websites for European markets

51%

Increase in number of articles created