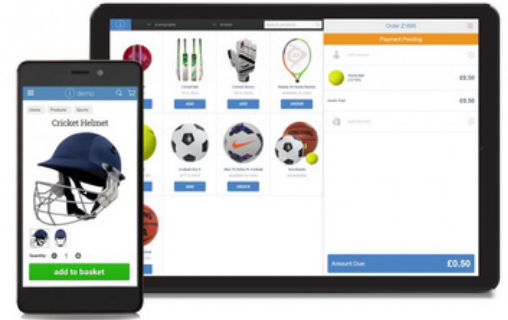


ICONOGRAPHY CASE STUDY

Award-Winning Unified Commerce Software Launch - OMNIS Retail



AT A GLANCE

- Full market analysis
- Competitor gap analysis
- Customer profiling
- Marketing plan creation
- 24 x blog posts
- 5 x eBooks
- Multiple PR placements
- High-authority backlinks
- Top 3 & top 10 rankings
- LinkedIn InMail campaign



"We worked with Neural Edge to produce a range of content to support the launch of OMNIS Retail in the UK. In addition, they recommended we use LinkedIn Ads as a content distribution channel which worked really well generating a good number of leads and 2 big contract wins."

Wayne Robbins

Director, Iconography

THE BRIEF

We worked with Iconography over 12 months to provide launch support for their market-leading OMNIS unified commerce platform. The brief was to create a range of SEO and downloadable content for use on their website and in digital marketing campaigns.

We also supported their overall IXO product offer and built awareness of the Iconography brand and reputation for quality and service.

RESULTS

27% Increase In Organic Traffic

Our SEO work led to an increase in organic traffic to the Iconography website through landing pages and blog posts.

115 Leads Generated

We combined PPC with downloadable content to generate new leads at a cost of £45 per lead.

£100k+ Of New Business

Our campaigns led directly to the generation of new business and a full pipeline of new prospects.

1,809% Return On Ad Spend

The LinkedIn Ads campaign came in under budget and delivered a significant ROAS for the client.

SUMMARY

The work we did for Iconography supported their in-house product marketing and business development team and added background messaging and authority to the sales effort. The success of the LinkedIn campaign combined with website form fill-ins delivered direct and actionable leads from potential customers matched to Iconography's key company and buyer persona profile.