



INDUSTRY

MES Software Solutions

SERVICES PROVIDED

PPC, SEO

I've seen improvement in a lot of different areas. We're tracking a whole slew of metrics, and they're almost all up because of Directive's work. Everything is going up. We were getting results I could brag about within 60 days.

Shaun Black

DIRECTOR OF GLOBAL MARKETING

CLIENT

Founded in 1997 by two manufacturing engineers, Aegis develops enterprise level MES (Marketing Execution System) Software for discrete manufacturing. They develop, market, sell, and support their solution on a global scale with offices in the US, UK, Germany, and China.

01

Marketing Goals

They were looking to drive quality leads from each region. North America to start, and then start expanding into Europe and – lastly – Asia.



02

Directive Approach

We drove drastic increase in organic traffic by improving the query targeting and technical optimization of title tags, header tags, and descriptions to improve organic ranking and click-through-rates. We also took up SERP market share for their

most profitable keywords through on-page technical SEO coupled with targeted PPC ads to take up more market share on high-traffic SERPs. To ensure we were increasing ROAS (Return on Ad spend) we built detailed lists of visitors and their interactions with the website. We then segmented their visitors by buying stage and targeted them with relevant copy across the correct channel.

03

Results

148%

INCREASE IN
CONVERSIONS

147%

LOWER ADWORDS
CPA

457%

INCREASE IN
MONTHLY PAID
LEADS