CASE STUDY

Digital ecosystem creation on a CMS

GigTel

GigTel   Case Study

one-brand.io

Introduction

GigTel, an industry leader in advanced telecommunications solutions, had a pioneering idea disrupt the Cloud Communication Market by offering a cohesive digital solution for companies to stay connected. But to achieve such an ambitious goal, they needed more than a traditional development shop partner, they needed a company able to take every single one of **GigTels** personas through a customer journey. That s why

they chose us because we offered them a fully integrated package of website, digital ads, emails, and landing pages.

But for us to achieve such an ambitious feat, our team of creative strategists had to develop a smart integrated system that merged

A brand new system to communicate different offerings across multiple marketing

A solid marketing campaign that creates memorable experiences in every step

A fully personalized, dynamic, and sophisticated website in which the user experience is the top priority.

After designing, testing and launching GigTel s communication platform here s what we achieved
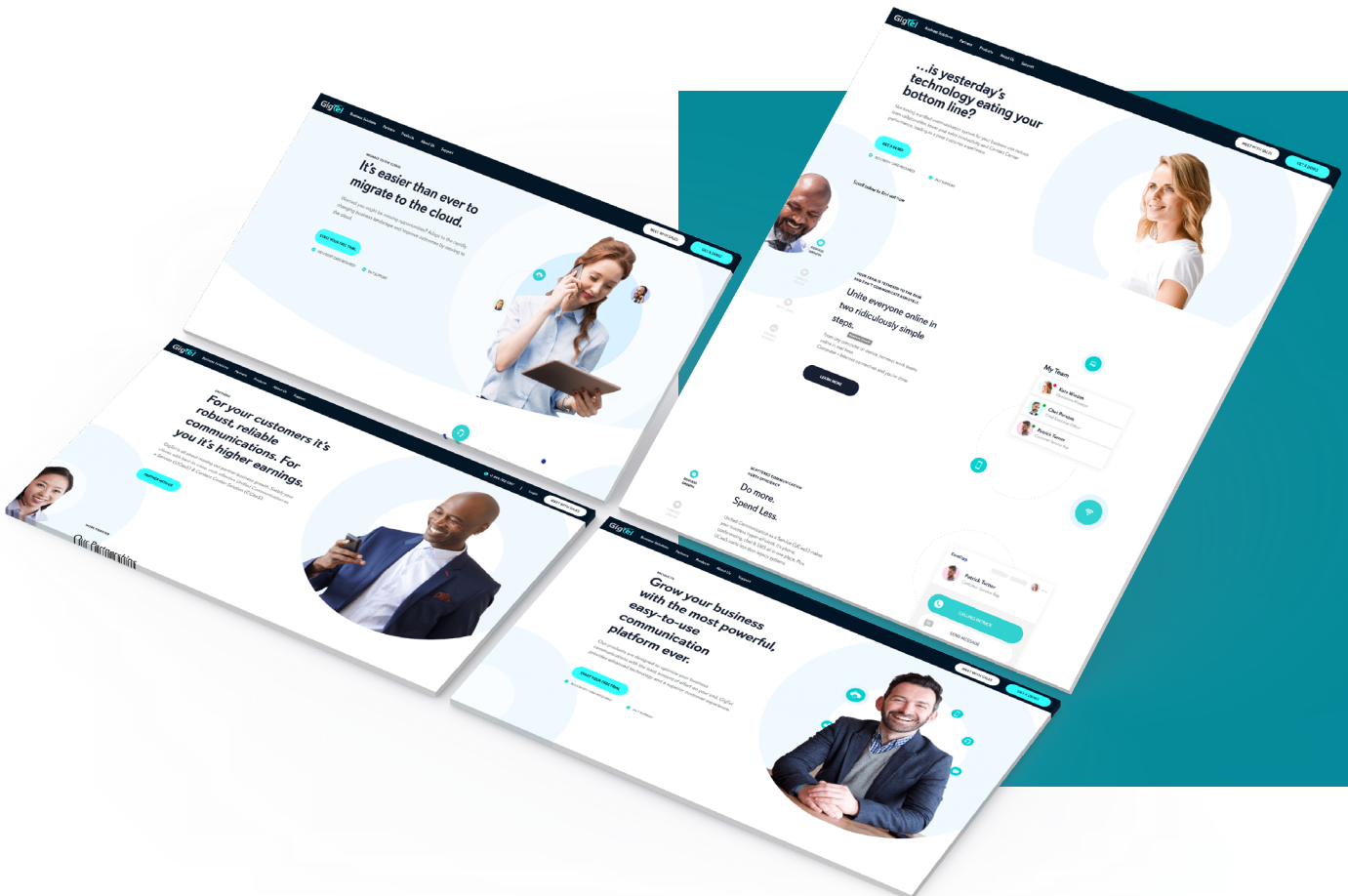

- A full marketing automation, optimized conversions and an increase in ROI through a completely reimagined **GigTel** website experience using **Kentico 12 s MVC framework** model.

- Increased **GigTels** conversion rate up to **5** in less than 3 months by targeting multiple buyer personas and taking them through a multi-channel customer journey.

- **356** marketing pieces delivered, including 8 marketing campaigns, marketing experiences and a full series of targeted material.

But don t take just our word for it. Here s
what Joy Gray, **GigTels** Integrated Marketing
Director has to say about our work

"

*I m proud of the team, and the partnership I have with
OneBrand, a company that initiates quickly and takes
ownership of my marketing projects, from idea to execution.
They are an agency that formulates ideas to design, develop
and execute amazing customer experiences.*

OneBrand

At OneBrand, we empower companies of every size to achieve their business goals by developing superior digital experiences that get results and deliver ROI.

Boost your sales and increase your ROI. Contact us.

get.one-brand.io

OneBrand