

A Oneupweb Case Study.

MARITZ

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MARITZ.COM

Maritz provides market research, learning solutions, incentive initiatives, meetings and event management, rewards and recognition, travel management, and customer loyalty programs to large companies worldwide. Listed by InformationWeek as one of the most innovative corporate users of information technology, Maritz has more than 3,600 employees worldwide, revenues of \$1.35 billion and offices in 28 countries. Its blue-chip client list includes 28 of the 50 largest companies in the world.

» THE CHALLENGE:

Maritz came to Oneupweb with clear objectives to generate leads using both natural and paid search results. Maritz's business is based on measuring and encouraging success, so evaluating natural and paid search strategies was a priority. Adding to the challenge, Maritz faces the same scenario as most BtoB markets, sales always close offline after a ten to twelve month sales cycle, making online effectiveness difficult to measure.

» THE RESULTS:

- * Overall traffic to the website has improved nearly 40 percent with the integrated natural and paid search campaigns.
- * Qualified leads have doubled and continue to increase. The campaign's success has encouraged Maritz to expand its optimization campaigns across all business units.
- * Maritz is able to track offline sales generated from online actions with the use of Oneupweb's ROI trax® analytics, exceeding its expectations for tracking.
- * In one month, Oneupweb's natural campaign improved Maritz.com's visibility in search engine results by 2,333 percent.
- * Natural positions for the corporate site have continued to grow.
- * For all the business units combined, visibility in search engine results has improved by more than 2,000 percent.



“ In one month, Oneupweb's natural campaign improved Maritz.com's visibility in search engine results by 2,333 percent...”



» THE TACTICS:

Oneupweb has implemented and managed multiple natural and paid search campaigns, as well as online PR services to assist Maritz in increasing site traffic, sales leads and conversions. All of these projects have been successful. And, because of Maritz's lengthy sales cycle, Oneupweb's ability to track offline sales that initiated online has been particularly valuable. Now, Maritz has accurate information on the success of their online efforts.



» The Takeaway:

Your prospects are looking for your services online. They're conversing with friends on Facebook, scouring blogs, consulting iPhone apps, using search engines and more. Are you there to greet them?

At Oneupweb, we'll ensure they find you—no matter where or when they're looking. We're relentless when it comes to connecting brands to their target audience with digital marketing. It spelled success for Maritz, and it can for your brand, too. Because everybody's looking for something special, and there's nothing better than finding it.

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