



SENSING AMERICAS

FULL-SCOPE DIGITAL SOLUTIONS

Web x Lead-Gen x Digital

THE CHALLENGE



Giovatto began its partnership with Konica Minolta Sensing who was in need to expand their business in various markets. Our expertise in both traditional and digital media helped make the impact they needed to grow.



STRATEGY



Through the combined efforts of SEO, SEM, and various development optimizations to the Konica Sensing sites we ensured business growth internationally.

This enabled Konica Sensing to be front of mind to potential consumers across the U.S, Mexico, Brazil and Asia Pacific. We tested various bid and content strategies to assess ROI and campaign success.

THE RESULTS.



+166%

increase in traffic YOY
from U.S. site launch

+7.8 MIL

digital impressions
delivered over 6 month
period

+123%

increase in organic
traffic YOY



Column Chart