



anicca**digital**

Anicca

Agency Creds

August 2024



**17 years of data-driven digital marketing  
for ecommerce & established brands**



Strategy



Social



Search



Shopping



Skills

Creds

# Anicca Digital



2007

## Established

Digital marketing for 17 years

20

## Staff

Multi-award-winning team

35

## Clients

Spanning multiple sectors

5

## Services

Full-service integrated digital marketing & skills training

Creds

# Services & delivery

We invest in relationships with eCommerce businesses and established brands looking to drive growth and succeed in what they do.

Whatever your brief, we can mix and match our services to best suit your needs and meet your objectives.

---

## Services

- Strategy
- Social
- Search
- Shopping
- Skills

---

## Channels

- PPC & Paid Social
- SEO & Content
- PR & Organic Social
- eCommerce Channels
- Analytics & Data
- Design & Creative
- Training & Qualifications

---

## Outcomes

- eCommerce Sales
- Lead Generation
- Revenue Growth
- Improved Profitability
- Customer Acquisition
- Brand Awareness
- Retention & Loyalty

Creds

## Our pedigree

We have vast experience of working with companies and organisations across many industries and parts of the UK

Our deep understanding and sharp focus across digital marketing is what sets us apart from the competition, giving you comfort in knowing we are a true extension of your business.

This is also why our internationally renowned clients stay with us year after year.



Uber  
for Business



CHARLES  
BENTLEY

EST. 1860



PALLEX



# Meet the Anicca Digital team

## Directors



**Ann Stanley**  
Founder &  
CEO



**Darren Wynn**  
Managing  
Director



**Angie Longman**  
Operations  
Director

## Commercial team



**Ange Padfield**  
New Business



**Rajal Prajapat**  
Client Services



**Tony Ogbe**  
Marketing



**András Lorinczi**  
Creative

## Paid Media & Measurement



**Holly Kelly**  
Paid Media



**Emil Ougendal**  
Paid Social



**Rachel Cryan**  
Paid Social

## Content, PR & Creative (Owned & Earned)



**Brad Longman**  
SEO



**Amy Hayward Paine**  
PR & Content



**Pete Keyworth**  
Paid Media



**Martin Jones**  
Paid Media



**Francisco Goncalves**  
Paid Media



**Rocio Delaney**  
Analytics



**Zak Averre**  
Content



**Ebony Hutt**  
PR & Content



**Lauren Thomas**  
PR & Content



**James Allen**  
SEO

Creds

# Why Anicca

## Transparency

Full access to your accounts and data with regular honest feedback on results and actions

## Award winning

Winner of the Large UK Paid Media Agency 2023 & other industry awards

## Technical prowess

We pride ourselves on being at the forefront of technical advancement

## Platform partners

We are a Google Premier Partner, Meta Business Partner, Microsoft Advertising Partner & a Crown Commercial Service accredited supplier

## Flexibility

We work as an extension of your team, need to move time and money around.. no problem

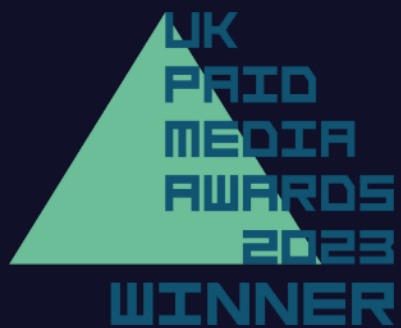
## Integrated approach

As a full stack digital agency, channel integration is at the heart of what we do



Creds

# Awards



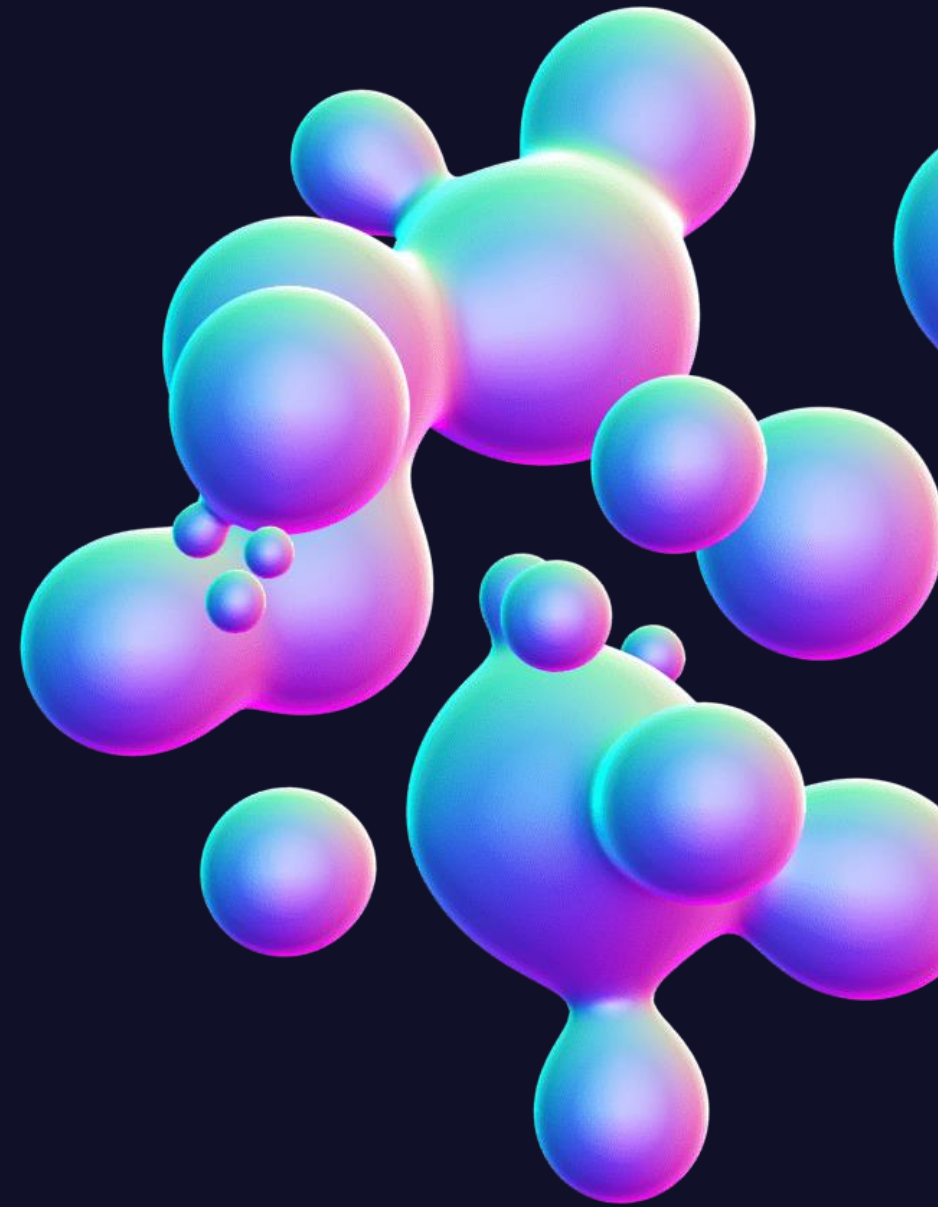
- Large Paid Media Agency of the Year 2023
- Best Shopping Campaign 2023
- Best Retail Campaign 2023
- Best Use of Conversion Attribution 2023
- Best use of Paid Social 2023

\*<https://anicca.co.uk/blog/anicca-wins-large-paid-media-agency-of-the-year-3-awards-for-work-with-server-side-tracking-meta-conversion-api/>

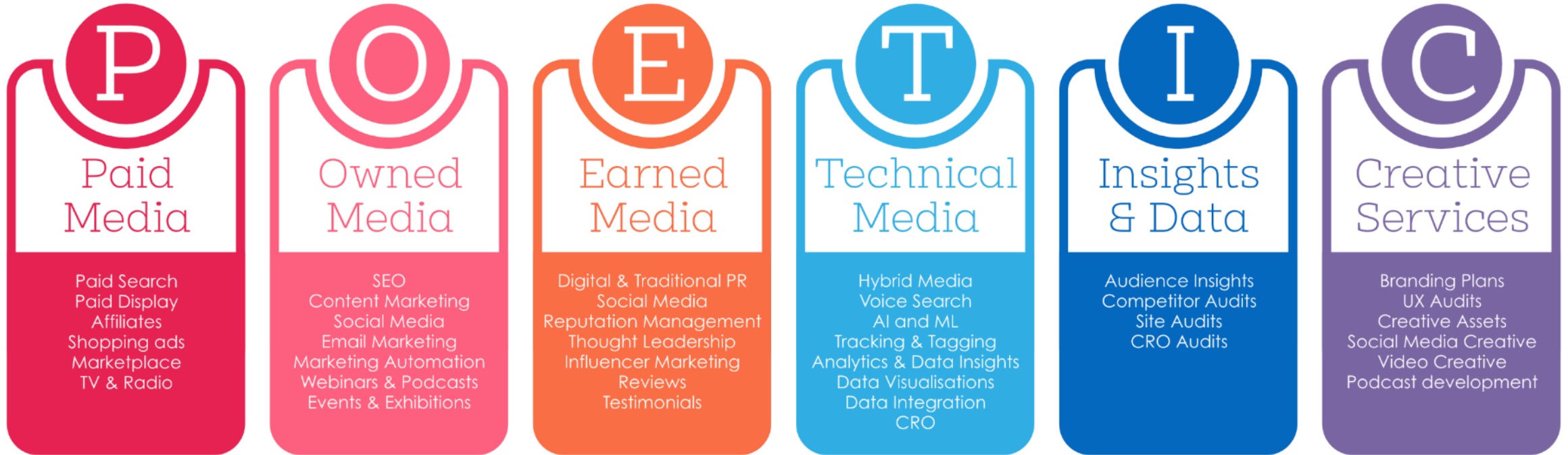




Expertise



# Channels & services



# Skills - Anicca Academy

## Training, qualifications & recruitment

- Bespoke and open courses – covering 10+ topics
- Skills Bootcamp leading to DMI level 5 exam in Digital Marketing
  - Free places for individuals or grant-funded for employees
  - 100 hours over 16-week
  - Nearly 700 learners started our Digital Skills bootcamps since 2022
  - Free placement service for employers recruiting our trainees
- Student recruitment offered to Universities & other training providers

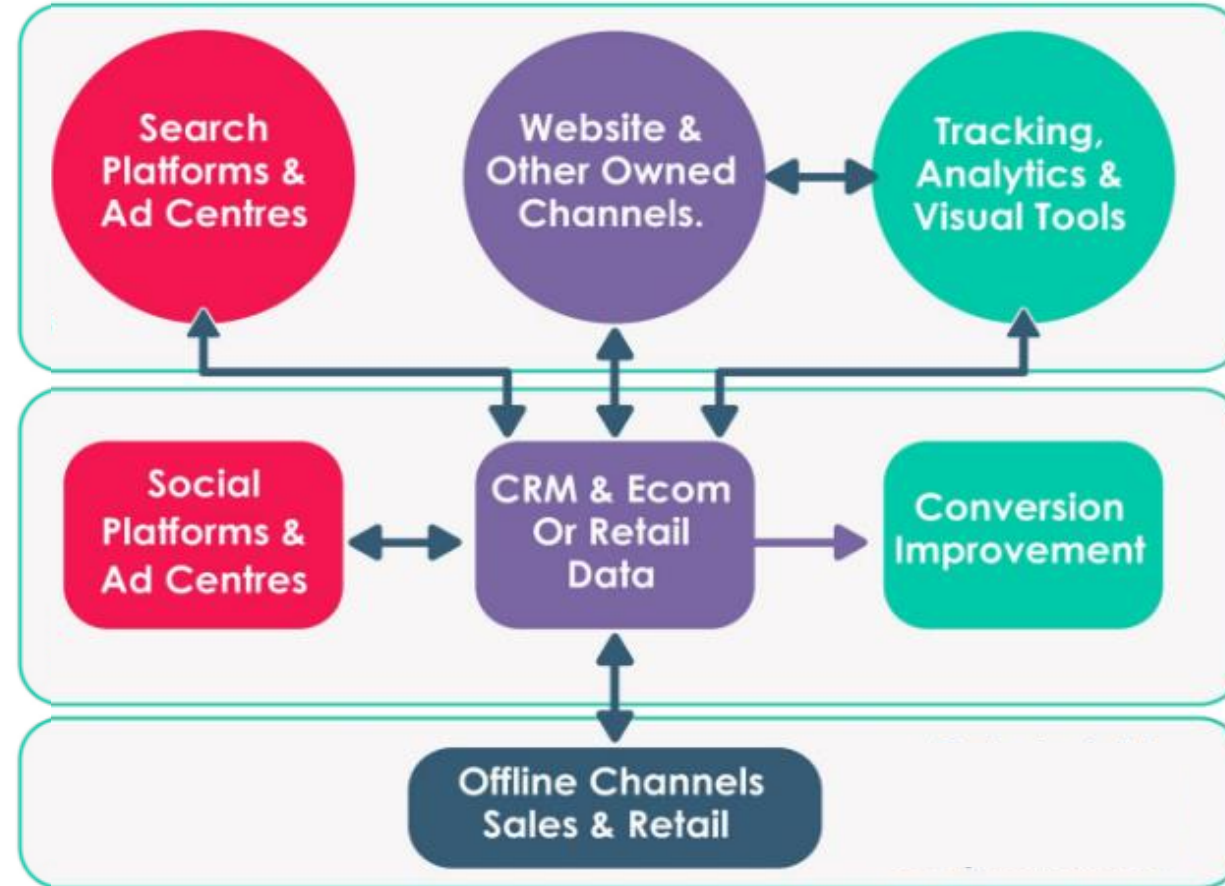


Digital  
Marketing  
Institute



# Data insights, integration & optimisation

Data Insights



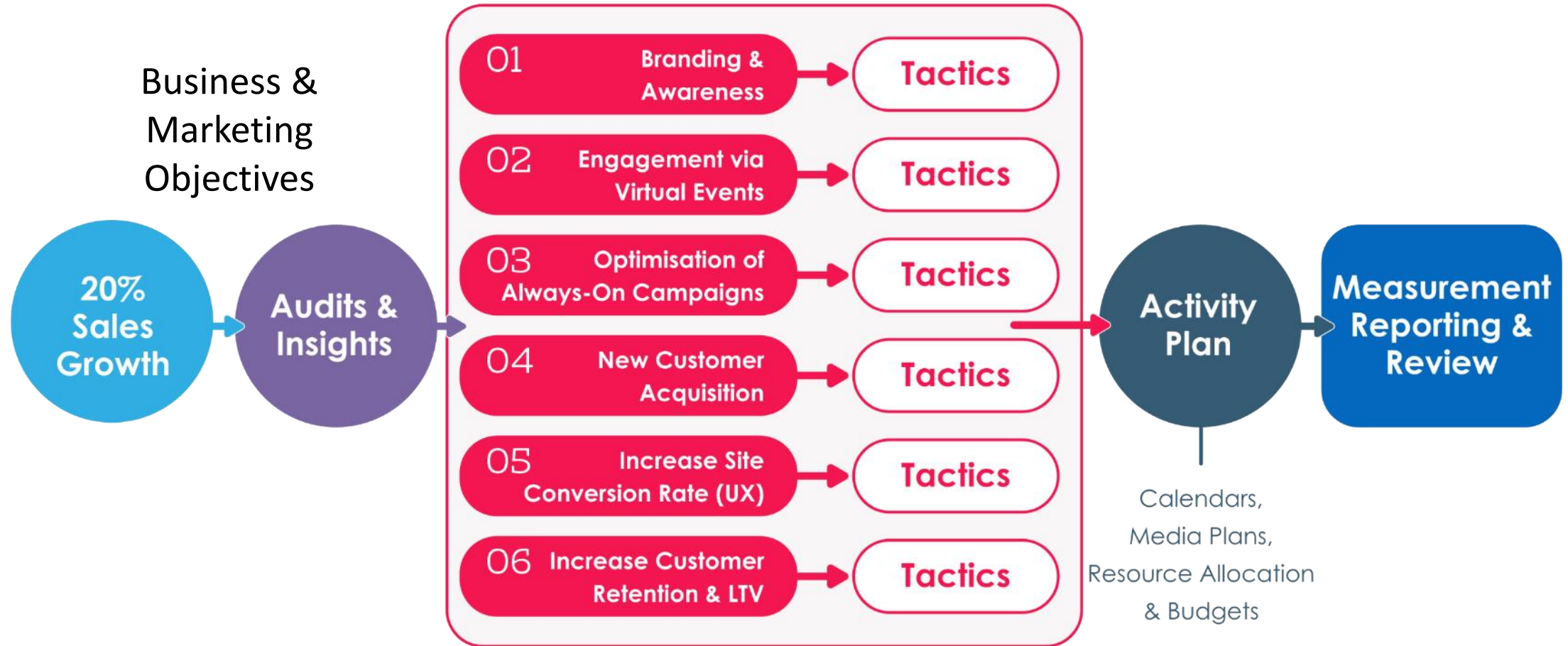
Data Integration & Optimisation

# Advantages of an integrated approach

Creds



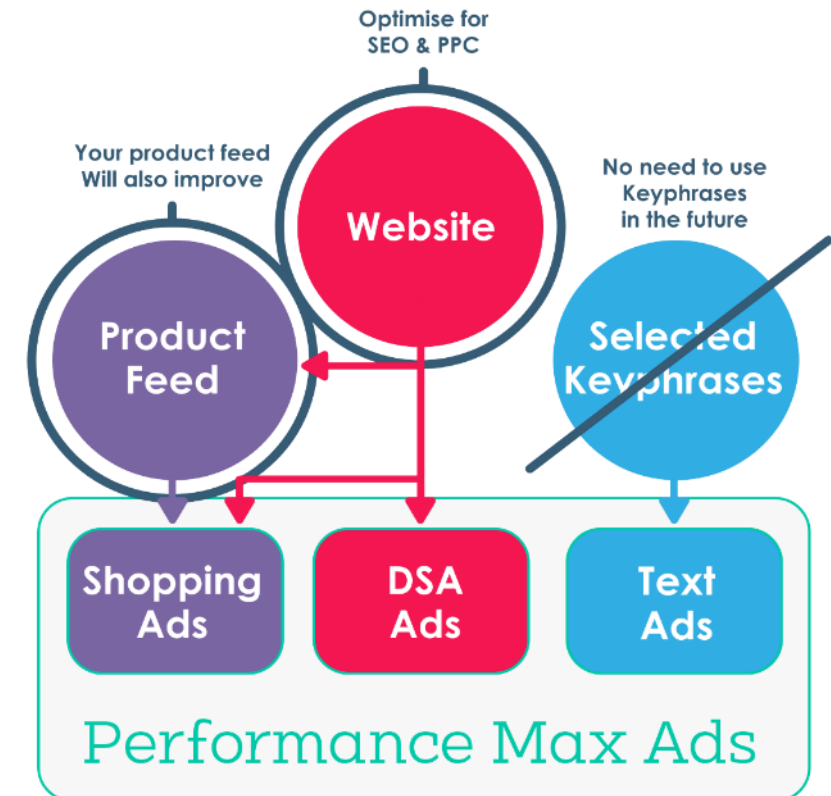
# Data insights, integration & optimisation



# Automation means your website content may become the new keyphrase

- Performance of these campaigns will depend partially on how Google views your page content or your product feeds?
- This means that you should optimise your shopping feed (especially product titles and descriptions) to improve your shopping ads – Google recently announced that they will be providing more tools for this within Merchant centre
- However, if you can directly optimise your page content, you can benefit from improved SEO/organic rankings as well as improved PPC campaigns

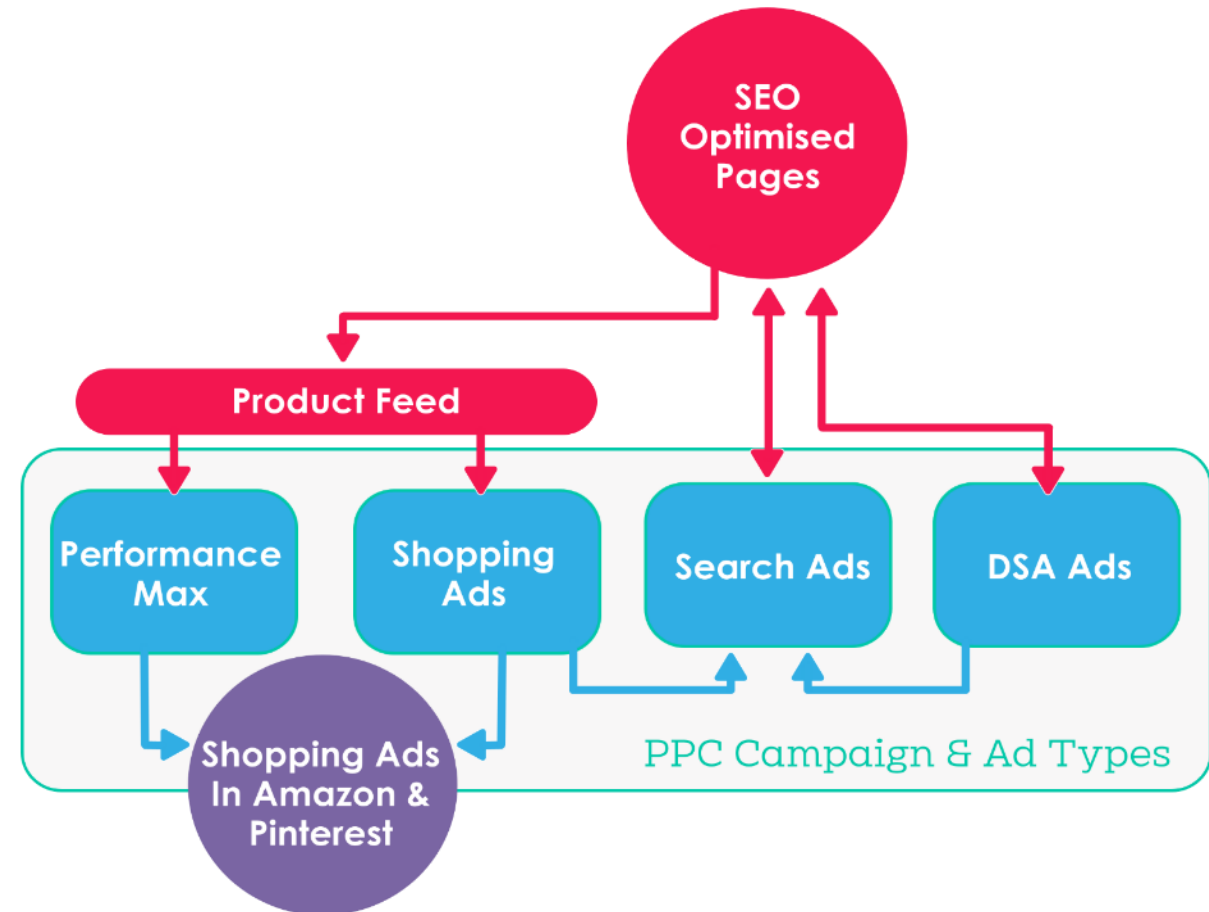
Improving pages content through SEO & product feed optimisation



# Using search term data from PPC for optimisation and other channels

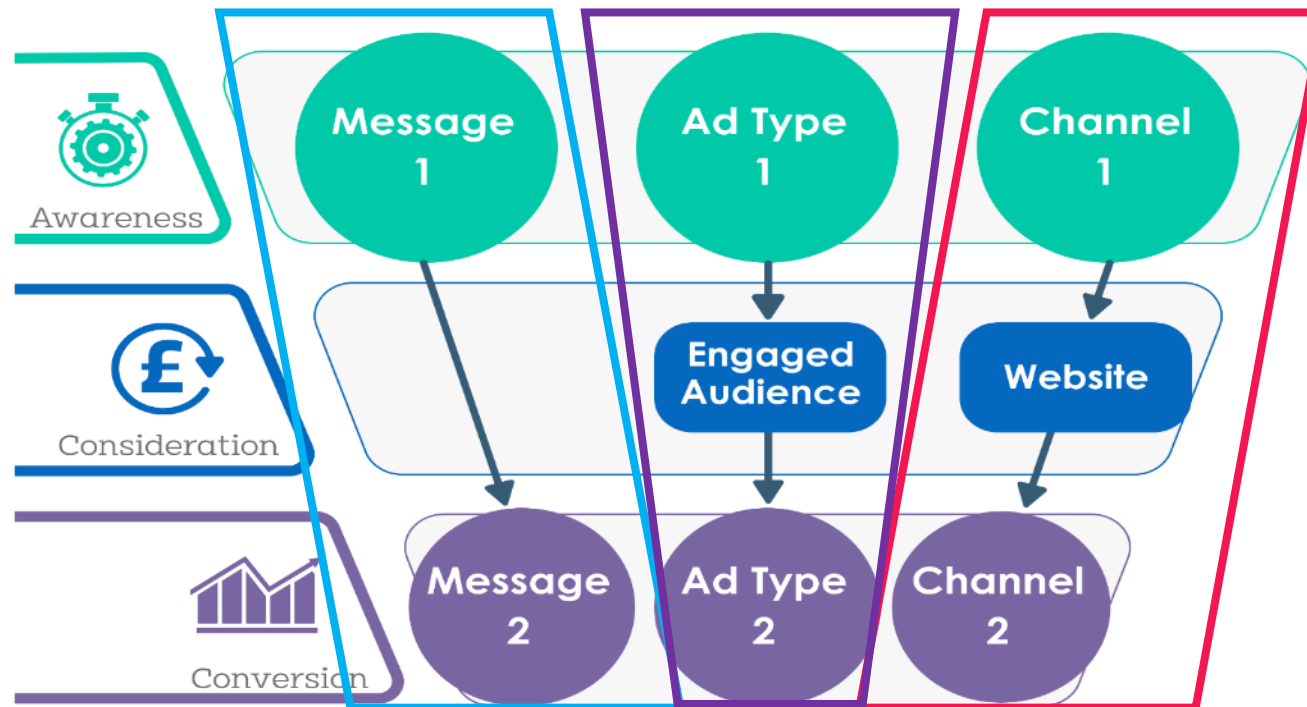
By analysing PPC search terms, you can understand which keywords or phrases are driving traffic and conversions to your website. Use these insights to:

- Optimise campaigns or create new ad groups for text campaigns.
- Use the search term data to create negative search term lists to prevent the brand from being shown for irrelevant results.
- Use high converting search terms for SEO, so both your website content and product feed are optimised
- Use data in other shopping channels, such as Amazon or Pinterest



# Data insights, integration & optimisation

Same audience sees 2 ads  
with different messages



The audience that click through to the website, are tagged and then shown an ad from the second ad channel (cross-channel)

The users that engaged with the first ad are added to an audience and then shown the second one

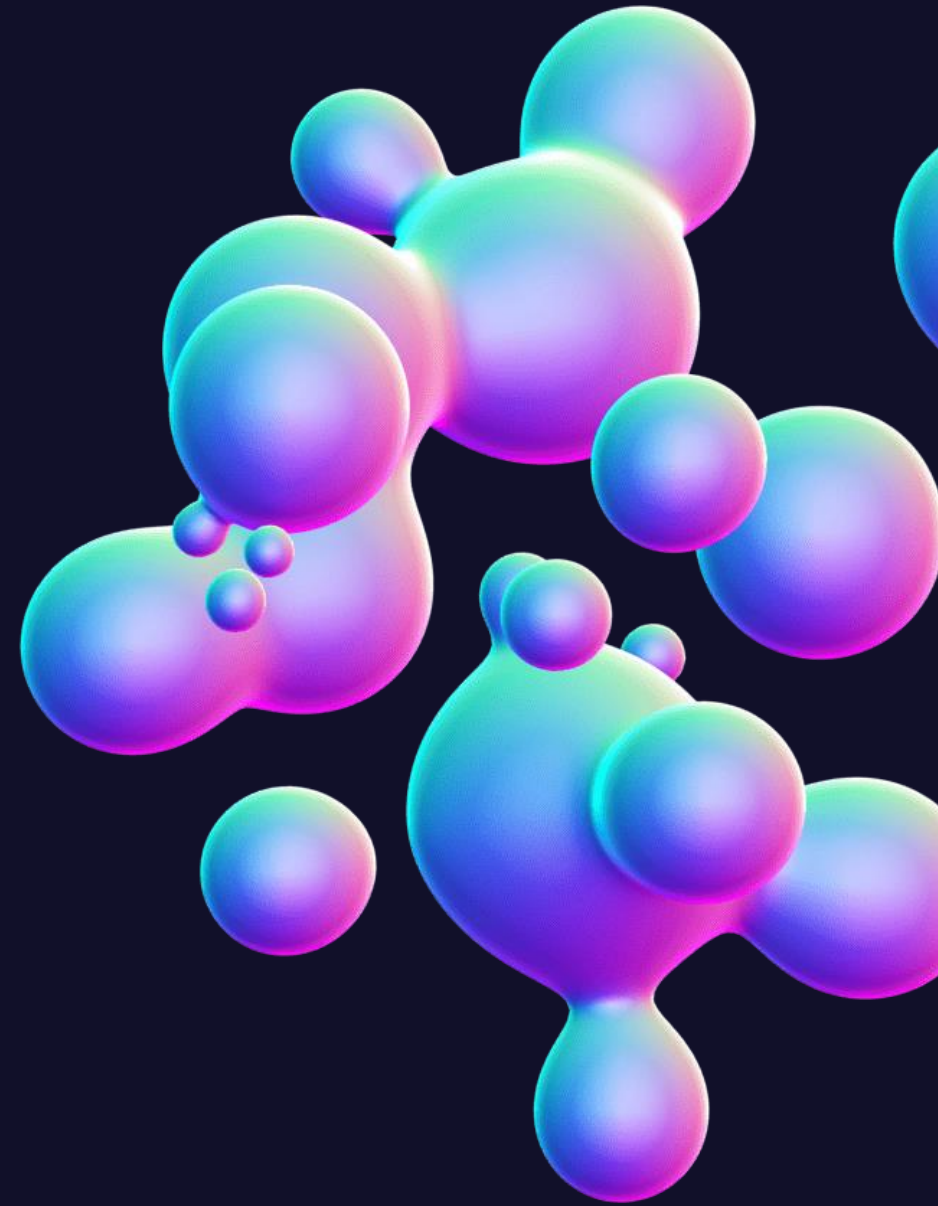
# Cross-channel remarketing strategies

- Once someone visits your website from one channel – you can remarketing them in another:
- Audiences in Google Ads based on video views on YouTube
- Use of cross-channel remarketing e.g. target audience from Facebook traffic then RLSA for shopping ads
- Audiences based on vanity pages (with specific url) used in offline marketing e.g. radio, TV or out of home ads
- Cart abandoners shown text ads to direct them to purchase on Amazon page
- Facebook custom audience have much fewer restrictions – and only requires name and address and minimum audience of 30:
  - Use existing customers
  - Use clients that are about to renew
  - Amazon and eBay lists (name and addresses info)





# Client Case Studies



# eCommerce

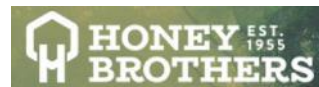
Clients & Case Studies

# eCommerce Clients

## Business to Consumer

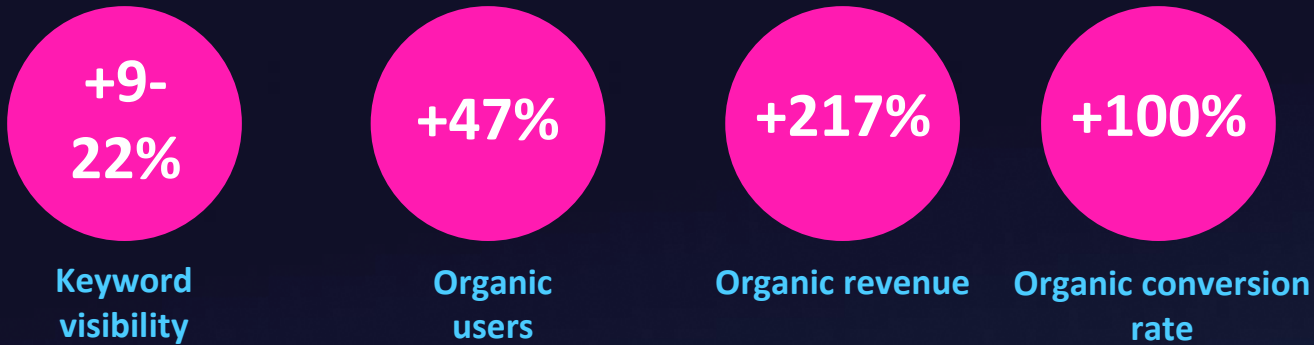


## Business to Business





# Massive uplift in organic sales



Driving online visibility, traffic and sales for the UK market using technical and on-page SEO and content marketing for link earning.

- Optimise product category pages for highly competitive keywords
- Write and optimise thousands of product descriptions
- Create supporting content and perform outreach for link earning
- Reactive marketing support in accordance with changing COVID situation



# Entering New Markets With Wattbike

21%

Higher impressions  
than target

10%

Higher clicks than  
target

72%

YoY increase in  
transactions

Introducing new audiences and campaign techniques across paid media channels to reposition Wattbike to a wider fitness audience outside of endurance

- We wanted to reach a new type of customer, but we did not want to sacrifice on relevance
- Integrated approach across Paid Media Channels
- Reached an additional 7.6m people on Facebook & Instagram outside our usual audience
- 9.6pts brand lift increase in Facebook





Case study – PR

# Growing a positive reputation

1m

Consumers  
reached

+120%

Paid  
traffic

+57%

Referral traffic

**We devised and delivered an integrated PR campaign to drive revenue and brand awareness and support Search through earning links and amplifying domain authority.**

- The PR objective was to promote key product ranges in the B2C press
- Conduct a corporate PR around the rapid expansion of the business in the trade & sector press
- Significant features in regional business and trade press
- Created awareness and built business reputation



Case study – Paid media

# Black Friday Fever

17

Purchases

£23.7k

Added revenue

25.4

ROAS

On Anicca's recommendation, furniture company Grain & Frame decided to run their first ever Black Friday sale – amplified by Social Media and PPC, to roaring success

- Aim to boost sales while Christmas delivery was only possible for stock products
- Re-engage audiences and increase push towards prospects
- 17 purchases were made using the Black Friday discount code
- £23.7k made in revenue over the weekend
- £1.4k average order value

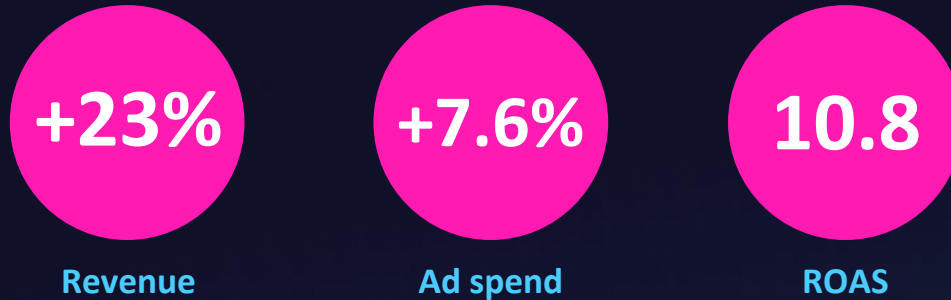
GRAIN & FRAME

BLACK FRIDAY SALE

USE CODE "BLACK10"



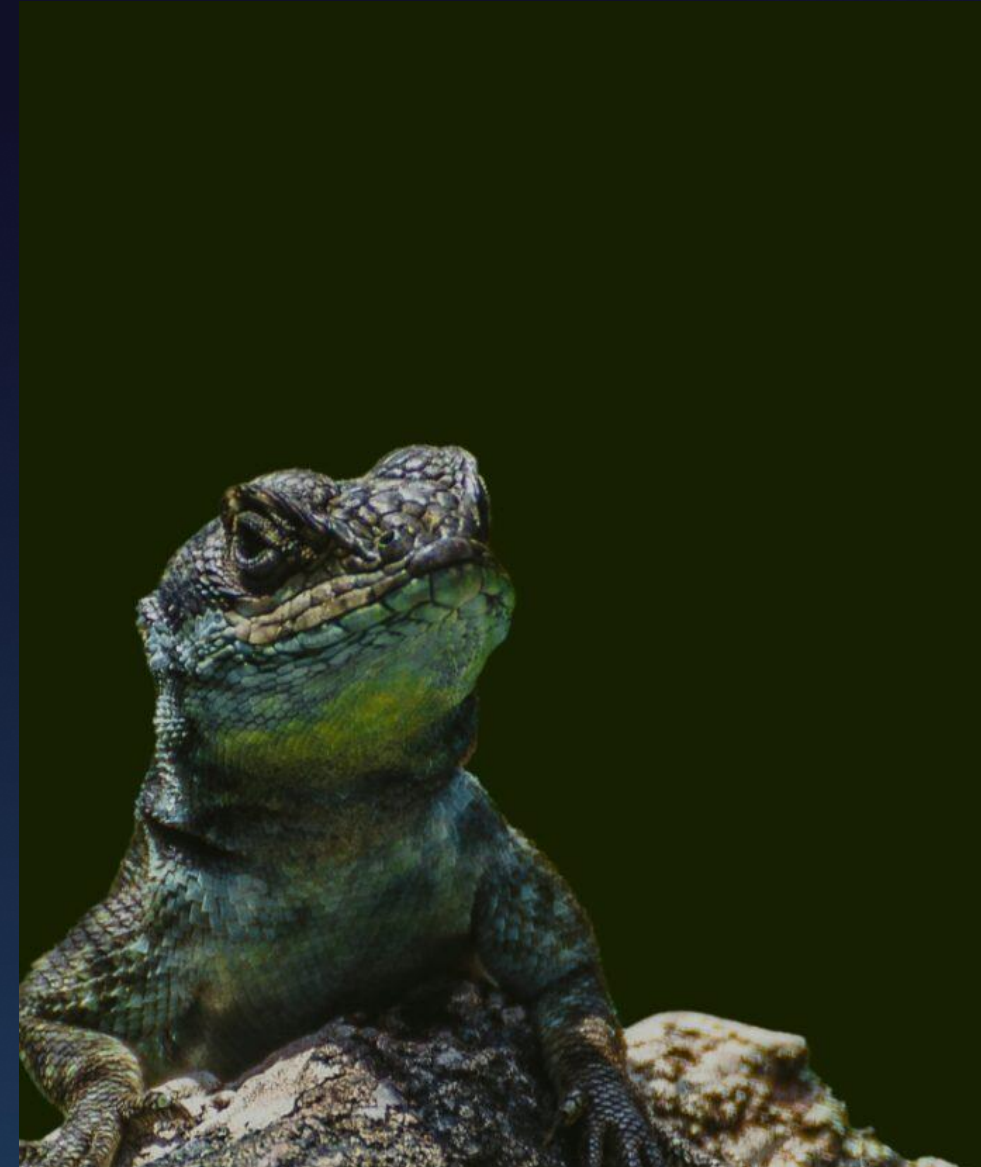
# Driving ROAS to 1,000%



Internet Reptile challenged Anicca with improving their Google Ads account performance to achieve a Return on Ad Spend (ROAS) of 1,000%, whilst increasing overall sales volume and awareness to capture more of the market.

We achieved this through:

- Deployment of a new performance and profit focused campaign structure
- Elimination of under-performing products and keywords
- Utilisation of additional tools such as shopping CSS



# Anicca Revamps Honey Brothers' E-com Ads with Performance Max



Conversion rate



ROAS



Conversions

Between October 2022 and March 2023, Honey Brothers challenged us to restructure their e-commerce ad account to increase their sales performance. We achieved this through:

- Deployment of a new Performance Max structure to replace the outdated smart shopping
- Implementation of network controls to maximise budget efficiency
- A shift in campaign structure to focus on performance and profit through category isolation

# Converting Pinterest

6.27

ROAS

1.1m

Impressions

122

Checkouts

**Re-introducing Pinterest ads to AA Labels as a way of capturing a wider audience and re-engaging users we may be missing on other platforms.**

- The aim was to reach audiences on a different platform and to increase sales
- Build the brand and showcase key products and offers
- In 3.5 months the avg. ROAS was 6.27
- 1.1m Impressions made
- 122 checkouts and 215 adds to basket





# A case for improvement

+27%

Organic  
traffic

+13%

Organic  
visibility

+43%

Organic  
conversion rate

We successfully delivered a website migration project to help refresh the Trifibre website and improve organic traffic, visibility and conversion rates while we are at it. We focussed on Technical SEO and On-Page SEO in this project.

- Input into design and layout of new website to maximise conversions
- Keyphrase research and optimisation on key areas of the website
- Planning of redirects to ensure no traffic loss
- Technical audit pre and post launch to pick up any errors / add further improvements





# Creating a positive label

51m

Online  
readership

20k

Coverage  
views

45

Domain  
authority

We work with the wider Anicca team to deliver integrated PR activity for AA labels with the objective of creating awareness of its CSR credentials, how it can support growing businesses and the positive impact it has on the local economy.

- Driving awareness of the AA Labels brand and its strong CSR credentials
- In the last 12 months label embellishment was a key focus - news/features/insight pieces
- Coverage in target trade and business press plus regional business features meeting KPIs



# Lead generation

Clients & Case Studies

# Lead Generation Clients

## Manufacturers



## Medical, health & science



## Software & technology



## Logistics, Utilities & Property



## Business support & services



Case study – LinkedIn

# Growing Global B2B Partner program

5x

Organic  
increase

115%

Partner  
growth rate

3x

Industry awards

Gaining global market share for Manufacturing Quality Intelligence solutions by developing a Global Partner Program. And achieving new leads through digital and social media channels.

- Develop InfinityQS as a thought leader/expert
- Promote the benefit of becoming a channel partner
- We doubled the number of active partners at 115%
- Organic engagement increased x5 for clicks & views
- Video views were as high as 25.8%





Case study – Google Ads

# Increasing conversions & ROI

17.6%

Clicks  
increase

16.4%

Conversion  
increase

11.4%

CTR  
increase

Helping increase both the volume and value of the business energy leads from Google Ads.

- Maintain existing cost per lead
- Identify high value audiences and keywords
- Combat the high level of competitor activity
- Using Dynamic strategy we got remarkable results
- We achieved a 5.5% increase on impressions



# Reducing Cost Per Leads For GS1 UK

2%

Spend  
decrease

63%

Lead increase

40%

CPL  
decrease

**Adapting campaign targeting to reduce the cost per lead across Google Ads, and pivot the account for a heavier focus on non-branded terms**

- Aim to reduce the reliance on brand terms
- Adjustments led to a 12% increase in non-brand traffic
- Clear to not sacrifice CPC (6.5% decrease)
- CPA was brought on average to 5% below new target
- Overall, we drove more leads at a lower cost





Case study – PR

# Driving great results for Pall-Ex

97

Pieces of  
coverage

931m

Potential online  
readership

3x

YoY  
growth

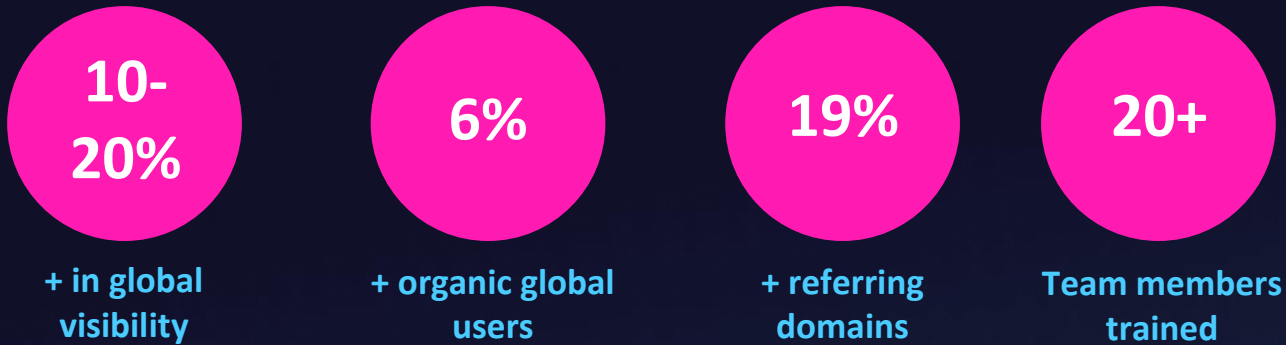
Delivering a PR campaign that would promote the brand and support the work of our Search Engine Optimisation (SEO) team, to showcase Pall-Ex as an industry leader.

- The aim was to celebrate Pall-Ex's achievements
- Showcasing why Pall-Ex are a cut above the rest
- Using our expertise we gained 1.3m views
- We improved reputation and visibility for Pall-Ex
- Pall-Ex now has an increased trust and authority



Case study – SEO

# Global SEO growth



For the last 5 years we have delivered SEO strategy, hands-on technical and on-page SEO, SEO training and project management to stake-holders across 11 countries. We are embedded as members of the Domino team and have contributed changes in internal marketing processes and growth in organic website performance as a result.

- Train global marketing teams in SEO and establish processes
- Increase keyword visibility
- Increase 'qualified' organic user traffic and enquiries
- Increase referring domains





Case study – SEO

# Building a great relationship

42%

Organic sessions  
increase

42%

New user increase

210%

Goal completion  
increase

Devising a strategy to improve the organic visibility of Manthorpe's website, to gain organic traffic and to increase on-site conversions.

- Build on existing reputation and brand awareness
- Consultation to best understand business and sector
- Increase of over 11k impressions per month
- Visibility score doubled
- No. 1 position achieved in Google for multiple keywords



Case study – Integrated digital marketing

# An Up-lift in recruitment

36x

Cheaper than  
standard

22k

Targeted job  
seekers

Delivering a multi-channel digital marketing campaign that helped with Forklift Truck Driver recruitment. Using social media and SEO to highlight the benefits of working with Pall-Ex.

- Support regional recruitment growth in the UK
- Cost-effective lead generation campaign
- Creating a fully optimised landing page for rank
- Most effective recruiting process for Pall-Ex
- £50 per head vs normal £1,800 recruitment per head





Case study – Facebook Ads

# Driving HGV applications across the network

4,202

Applicants through  
Facebook

576k

Users  
reached

£4.49

Cost per application

Helping to fill HGV driver roles across the Pall-Ex network amid a European shortage with the use of a highly targeted campaigns on Facebook.

- We wanted to reach drivers who currently held a class 1 or 2 license
- Specially targeted around depots that were desperately in need of HGV drivers



Case study – Facebook Ads

# Bridging the Digital Skills Gap

194

Applicants through  
Facebook

44

People  
enrolled

£25

Cost per enrollment

Driving sign-ups for Anicca Digital's digital bootcamp across Leicestershire & Rutland, Lincolnshire, Nottinghamshire and Derbyshire.

- We wanted to reach people interested in digital marketing and could only target specific regions
- The campaign ran for 2 days before and after Christmas, reaching 53k people
- The Facebook campaign contributed to nearly half of all bootcamp enrolments

