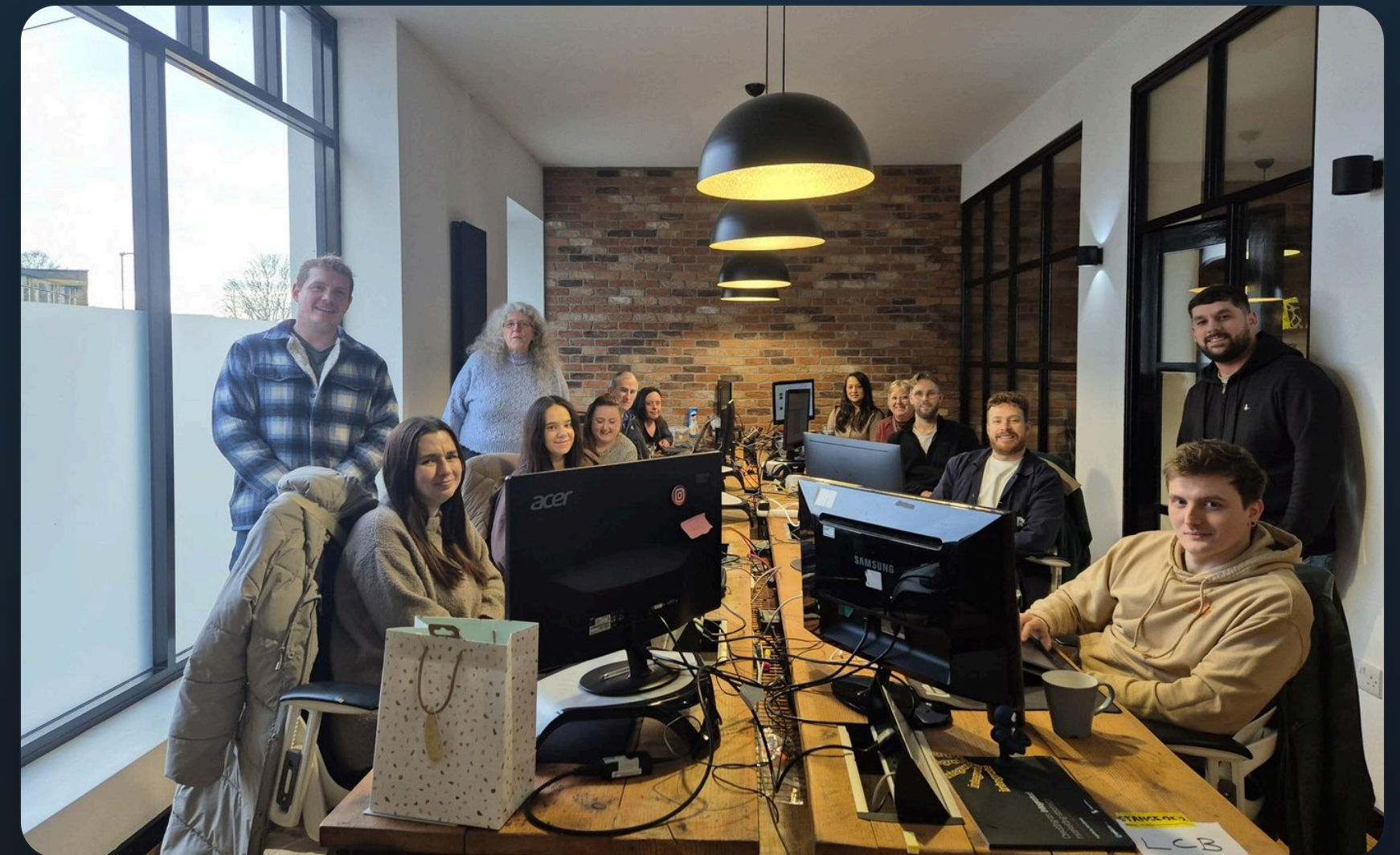


AI-powered *marketing* & growth solutions for ecommerce & B2B brands.

Strategy, Search, Social, Shopping & Skills, plus bespoke AI solutions, dashboards & automations.

★★★★★ 4.87 from 700 reviews on reviews.io



19 years independent • Google Premier Partner • 4,000+ marketers trained

19 years of data-driven, *integrated digital marketing.*

A full-service, independent agency working with ecommerce brands and companies in technology, B2B services, STEM, manufacturing, medical, pharmaceuticals, health, tourism and logistics.



2007

Established
19 years of integrated digital marketing, independent and Leicester-based.

20

Team members
Employees and specialist freelancers across paid media, SEO, content, AI and client services.

30+

Active clients
Across ecommerce and lead generation, from high-street brands to global B2B specialists.

4,000+

Marketers trained
Through AI training, webinars and conferences. Plus 1,000 learners qualified in digital marketing since 2022.

4.87★

Reviews.io rating
From more than 700 verified client and learner reviews.

ONE AGENCY, TWO BRANDS

Traditional digital marketing services, amplified by *AI automation* and expertise.

Anicca operates as two complementary brands. Clients engage either or both, under one integrated team.

anicca digital

Our original digital marketing agency

19 years of performance marketing for ecommerce and B2B. Full-service delivery across strategy, paid and owned channels, skills training, and measurement.

Strategy

Search

Social

Shopping

Skills

anicca ai & insights

AI strategy, solutions and skills

Our newer discipline. Bespoke AI agents, dashboards, automations and AI adoption programmes for marketing and operations teams, built on our C-10 Framework.

AI Strategy

Bespoke Agents

Automations

AI Training

SaaS

Plus **anicca insights** — our SaaS arm, home to Armadello analytics and Secret-Agents.AI.

Performance Marketing – *Strategy, Search, Social, Shopping & Skills*

The five disciplines that have driven AI-powered growth for ecommerce and B2B clients for 19 years.



Strategy

Integrated roadmaps and commercial modelling across every channel.

- Channel mix & budgets
- Measurement & attribution
- Competitor & market research
- AI in marketing strategy



Search

Paid and organic search, SEO, GEO and AI search optimisation.

- Google Ads & Microsoft Ads
- SEO & technical SEO
- GEO / AI search optimisation
- Digital PR & link earning



Social

Paid, organic, PR and influencer activity across every major social platform.

- Meta, TikTok, LinkedIn, Pinterest
- Organic social, thought leadership & PR
- Influencer, creator & live shopping
- Social commerce & community



Shopping

Marketplaces, Performance Max, product feeds and the new AI commerce standards.

- Google Shopping & Performance Max
- Amazon, eBay & marketplaces
- Product feeds · UCP & ACP · AI commerce
- Email, Klaviyo & affiliate partners



Skills

Qualifications, bespoke in-house training and AI adoption.

- DMI Professional Diploma
- Google Ads, SEO & GA4 courses
- Thursday AI Club · fortnightly AI training
- Bespoke in-house programmes

AI & automation – *Strategy, Solutions & Skills*

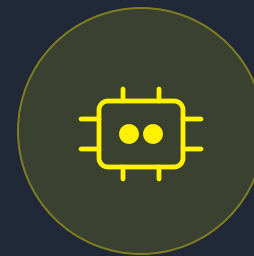
Three disciplines, one team. Clients engage a single pillar or combine all three.



Strategy

Led by our C-10 AI Adoption Framework. Discovery audits, opportunity mapping and AI roadmaps that balance quick wins with long-term transformation.

- Discovery workshops with leadership and teams
- C-10 methodology · opportunity mapping
- Selection of AI tools & SaaS solutions
- Roadmap, measurement and governance



Solutions

Bespoke AI agents, dashboards and automations, designed to sit inside your existing workflows and systems.

- Task, departmental and orchestration agents
- Client portals, pricing and ecommerce dashboards
- AI commerce readiness · site optimisation for agentic search
- Voice, content and reporting assistants · chat, CRM or web



Skills

Executive briefings, hands-on training and community access that bring your people with you on the AI adoption journey.

- Thursday AI Club · fortnightly live training
- 2-day and 10-day AI & automation courses
- Advanced tools, hackathons & resources via Secret Agents
- Department-specific training, on-site or virtual

Mix and match *services*, channels and outcomes to suit your brief.

We invest in relationships with ecommerce and B2B brands to drive growth, services scale up and down around you.

Services

- Strategy
- Search
- Social
- Shopping
- Skills

Channels

- PPC & Paid Search
- Paid Social
- SEO & GEO
- 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
- AI Adoption

WHY ANICCA

Why our clients *stick around* – the 4 I’s of Anicca

20% of our clients have been with us for more than 5 years, and several, including Charles Bentley, for more than 10.

20% of our clients, with us for 5+ years

14+ yrs Charles Bentley, with us since 2010

Top 3% Google Premier Partner, since 2022

4.87★ from 700+ Reviews.io ratings

I.

Insights

We start with what the data actually says. GA4, server-side, first-party data, attribution. Real insights, not dashboards that look clever.

II.

Integration

We connect SEO and PPC and Paid Social and CRM and AI, because siloed channels always underperform. One team, one plan, one report.

III.

Innovation

We test the new stuff early, on our own budget, before recommending it to you. GEO, server-side tracking, AI agents, bespoke dashboards. You get the benefit, not the risk.

IV.

Integrity

Flexible contracts, no long-term lock-in, real pricing on the website, and a 4.87 average across 700 reviews on Reviews.io. We show our working.

WHAT COMES WITH EVERY ENGAGEMENT

The *services and extras* you get when you work with Anicca

Membership-style benefits included for every client. No extra invoices, no hidden costs.



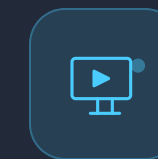
Strategy meetings

Senior-led strategy sessions built into every engagement, not bolted on.



Catalogue of 300+ resources

Blog articles, guides, videos and how-tos, free to clients and members.



Digital marketing webinars & events

Regular sessions on PPC, SEO, Paid Social, Analytics and measurement.



Thursday AI Club

Fortnightly live Q&A and workshops on AI in marketing, for clients and members.



Tools & software access

Armadello, Anicca-T dashboard, client portal with pricing price-checker, Secret-Agents.AI.



C-10 AI Adoption Framework

Our methodology for mapping AI opportunity, included with every AI engagement.

MEET THE TEAM

A multi-disciplinary team of ~20 specialists, led by operators.

MANAGEMENT TEAM



Ann Stanley
Founder & CTO



Darren Wynn
Managing Director



Angie Longman
Head of Client Relations
& Training



Holly Kelly
Head of Paid Media



Brad Longman
Head of Owned & Earned



Sean Ball
Head of New Business



Rajal Prajapat
Head of Client Services

DELIVERY TEAM



Emil Ougendal
Paid Social



Rachel Cryan
Paid Social



Pete Keyworth
Paid Media



Martin Jones
Paid Media



Viktoria Lutek
Paid Media



Zak Averde
Content



James Allen
SEO & AI



András Lorinczi
Creative



Abbie Poots
Measurement



Freelance Bench
PR, Design, Development

INDUSTRY RECOGNITION

Award-winning work across *Paid, Social and Search.*

UK PAID MEDIA AWARDS, 2023

Large Paid Media Agency of the Year
WINNER

Best Shopping Campaign
WINNER

Best Retail Campaign
WINNER

Best Use of Conversion Attribution
WINNER

Best Use of Paid Social
WINNER

FURTHER RECOGNITION

UK Social Media Awards 2023 — Winner
INTEGRATED SOCIAL CAMPAIGN

UK Search Awards 2023 — Finalist
LARGE SEO CAMPAIGN



CLIENTS

Trusted by brands across *ecommerce* and *B2B*.

ECOMMERCE — B2C

CHARLES BENTLEY



wattbike











ArcticDirect
Arctic Holiday Specialist







ENJOY.
DRINKS







B2B ECOMMERCE & INDUSTRIAL



TRIFIBRE
COMPLETE CARPANO SOLUTIONS





Brammer
Buck &
Hickman

Qdos







ROOF MAKER
WORLD CLASS ROOFLIGHTS

B2B LEAD GENERATION — MEDICAL, TECH, LOGISTICS & SERVICES

NHS



Clinithink



AdaCore



InfinityQS
Quality Re-imagined

Uber

PALLEX



e-on

Manthorpe









CASE STUDY — ECOMMERCE B2C · PR & INTEGRATED

Growing a positive reputation for a 160-year-old brand.

1m

consumers reached

+120%

paid traffic

+57%

referral traffic

We devised an integrated PR campaign to drive revenue and brand awareness, supporting Search through earned links and amplifying domain authority.

- Promoted key product ranges in the B2C press
- Corporate PR around the rapid expansion of the business
- Significant features in regional business and trade press
- Built reputation that supported ongoing Google Ads performance

CHARLES BENTLEY



CASE STUDY — ECOMMERCE B2C · PAID MEDIA & SEO

Scaling a furniture retailer across the UK.

+600%

ROAS in month 1

52.5x

peak ROAS

13.5x

minimum ROAS

EZ Living Furniture is a long-standing furniture retailer. We restructured Paid Social on Meta and delivered a strategic rebuild that unlocked the true potential of the account.

- Unlocked Meta eCommerce ROAS through full account rebuild
- Peak ROAS of 52.5x sustained across a 12-month period
- Minimum ROAS of 13.5x even on conservative attribution
- Integrated measurement across paid channels

EZ LIVING
furniture



CASE STUDY — B2B ECOMMERCE · GOOGLE ADS

Revamping Honey Brothers' ecommerce ads with Performance Max.

+121%

conversion rate

+122%

ROAS

+90%

conversions

Honey Brothers supplies tree surgery and arboriculture equipment. We restructured their ad account to move from smart shopping to Performance Max with category-level isolation.

- Deployed Performance Max to replace outdated smart shopping
- Implemented network controls to maximise budget efficiency
- Category isolation to focus on profit, not just revenue
- Integrated measurement across paid, owned and organic



CASE STUDY — ECOMMERCE B2C · PAID & SEO

Scaling a premium furniture retailer online.

+28%

ROAS vs baseline

Big Furniture Warehouse is a premium furniture retailer. We built a custom labelling script inside Google Ads to separate product lines by margin and intent, then tested against the existing baseline campaign over a 30-day period.

- Custom product-labelling script driving Performance Max segmentation
- Reduced friction across the shopping journey
- Increased product visibility on high-margin ranges
- Data-driven decisions replacing blanket bidding strategies



CASE STUDY — B2B · GOOGLE ADS

Reducing cost per lead by 40%, growing leads by 63%.

+63%

more leads

-40%

lower CPL

-2%

spend reduction

GS1 is the global standards body for product barcodes. We re-engineered their Google Ads account to reduce reliance on brand terms and pivot to non-branded acquisition.

- Restructured Google Ads around non-brand terms
- 12% increase in non-brand traffic without CPC inflation
- CPA brought to 5% below the new target
- Overall more leads at a lower cost, on a smaller budget



NEXT STEP

Let's map *your growth* and *AI roadmap* together.

Book a free 30-minute strategy call. We will show you where the opportunities are, what a combined marketing and AI plan could look like, and what it would cost.

Book a strategy call →

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