



## MES Software Solutions

### Marketing Goals

Aegis Software was looking to drive quality leads from each region. North America to start, and then start expanding into Europe and – lastly – Asia.

### Directive Approach

We drove a drastic increase in organic traffic by improving the query targeting and technical optimization of title tags, header tags, and descriptions to improve organic ranking and click-through-rates. We also took up SERP market share for their most profitable keywords through on-page technical SEO coupled with targeted PPC ads to take up more market share on high-traffic SERPs. To ensure we were increasing ROAS (Return on Ad Spend), we built detailed lists of visitors and their interactions with the website. We then segmented their visitors by buying stage and targeted them with relevant copy across the correct channel.



I've seen improvement in a lot of different areas. We're tracking a whole slew of metrics, and they're almost all up because of Directive's work. I was seeing positive results within the first 30 days. We were definitely getting results I could brag about within 60 days.

**Shaun Black**

Director of Global Marketing

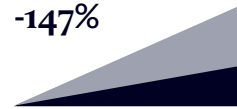
## Results

+148%



INCREASE IN  
CONVERSIONS

-147%



LOWER  
ADWORDS  
CPA

+457%



INCREASE IN  
MONTHLY  
PAID LEADS