

# CASE STUDY

## AGENCY A



**i** This case study was conducted based on publicly available information and conversations with Agency A



# PREAMBLE

The reality for most marketing agencies is that they cannot transform all their custom creative work into a single product. As they must tailor their services to suit the needs of their clients. This means that they cannot create a one-fit-all solution, and that every client requires significant levels of customization.

Agency A is an Award-Winning agency that is dedicated to assist in unlocking their customers fullest potential through data-driven insights, and business strategies. However, the one issue they had was growing and scaling. Agency A had dreams of becoming a multinational marketing agency, but the agency had limited time and manpower.

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# WHAT OUR CLIENT SAID

"Our customer base has increased by 80% since engagement and that our lives as an agency has been transformed forever. Supercharge Lab didn't only solve our issues with scaling but were also able to help to greatly increase the efficiency and effectiveness of our marketing campaigns."

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# OUR SOLUTIONS

Here are some of cognitive AI solutions that Agency A has engaged with us:

- 01 Website Development**
- 02 Search Engine Optimization (SEO)**
- 03 Performance Marketing**
- 04 Content Marketing**

# WEBSITE DEVELOPMENT

We helped Agency A to rebrand and develop their website landing pages. Other than that, we have helped to assist in their customers digital platforms, and custom solutions. Through the Sigmund Funnel Generator, we provide the following solutions:

- Landing pages with complete funnels
- WordPress custom themes
- AB Testing capabilities
- Form creators
- Integration with CRMs and backend SQL databases

# SEARCH ENGINE OPTIMIZATION (SEO)

Supercharge Lab's Sigmund SEO Wizard drives outcomes specifically for technical SEO work. Helping websites that were poorly ranked to swiftly hop into the first page. We have helped Agency A to fix the following:

- Minification of excess JavaScript/ CSS
- Removal of 300/400/500 errors
- Blocked from crawling
- Duplicate title tag
- Duplicate content
- Pages not crawled

# PERFORMANCE MARKETING

Performance marketing is an online advertising model where advertisers launch experiments to identify their best audiences, creatives, and campaign mechanics that drive the highest advertising performance.

It is also sometimes called biddable media or PPC advertising. PPC stands for Pay-Per-Click advertising as you usually pay every time someone clicks on your ads. This model is usually opposed to earned or owned advertising where you can use a platform to push your content for free i.e., Facebook or LinkedIn posts.

The Sigmund Campaign Optimizer launches multiple performance marketing experiments using a variety of data-driven modeling frameworks including Marketing Mix Modeling, Multi-variate testing, AB testing, and Incrementality to drive outcomes for our brand clients. Publishing to nine platforms that include Google, Apple (iTunes), Facebook, Twitter, LinkedIn and TikTok, this solution helps brands to manage their budgets, performance, and attribution of outcomes across a variety of platforms.

# CONTENT MARKETING

Sigmund's AI-powered content and image generator tools create SEO and social media optimized content designed to engage your audience by taking into consideration the cognitive styles and psychological profiles of your target audience.

# TASK AUTOMATION AND IMPROVED OUTCOMES

Supercharge Lab has helped countless customers and agencies including Agency A to automate their tasks within their organization so that they do not need to waste their resources to do it. Through automating routine processes and tasks, our customers can free up their employees' time to focus on more value-added activities that contribute to the organization's goals. Additionally, AI-enabled automation can help improve decision making and optimize operations by providing insights and recommendations that are based on data analysis.

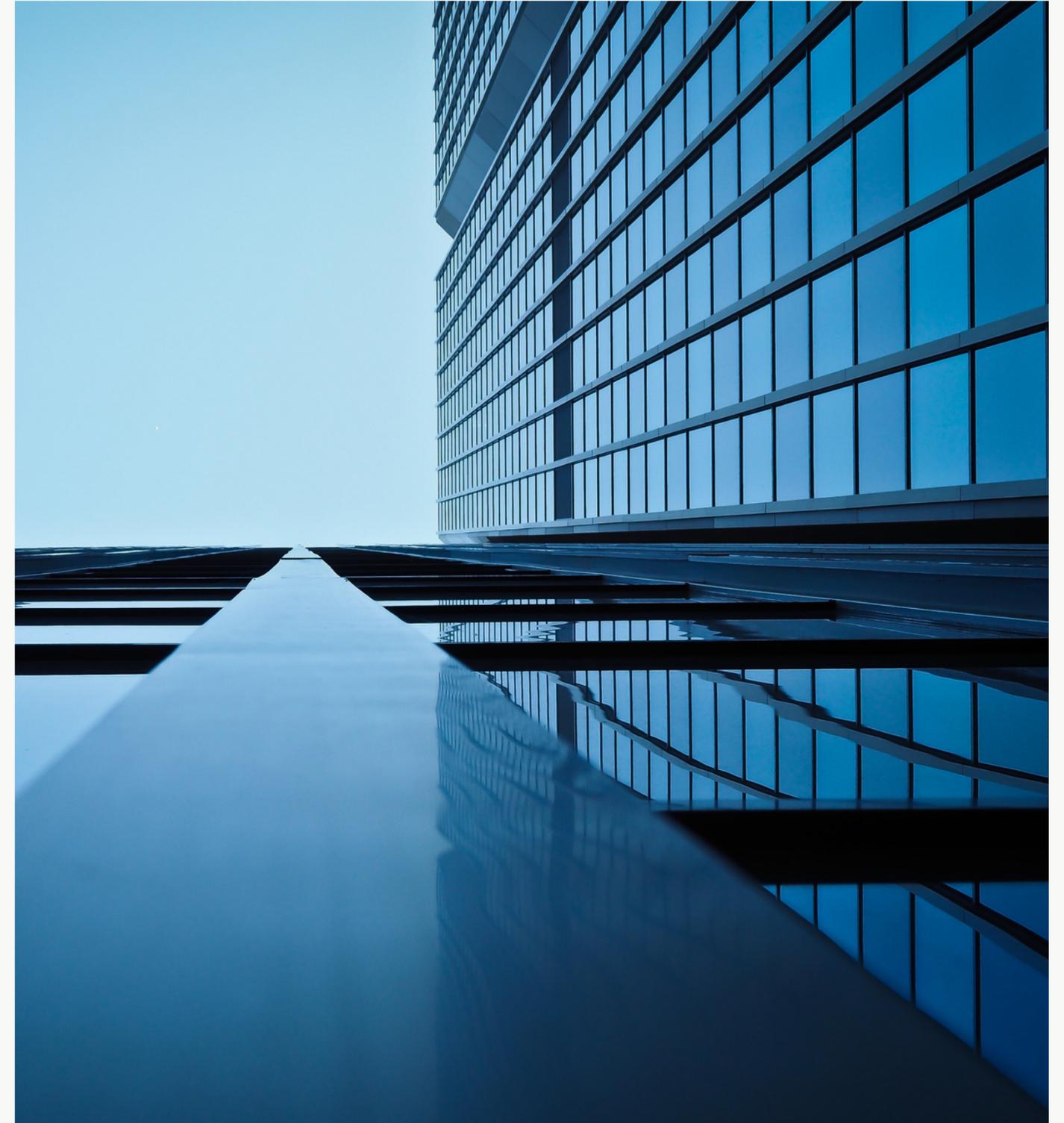
At its heart, AI is all about automating processes to drive better outcomes. In the business world, AI is used to automate data collection and analysis, to make better decisions and improve performance.

One of the benefits of using AI is that it doesn't get tired and it doesn't stop working. It can keep going 24/7, collecting data and analysing it for trends and patterns. This means that you can get more reliable data and make better decisions, faster.

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AI can also automate decision-making. It can analyse data to find correlations and patterns, and then use this information to recommend the best course of action. This can be incredibly useful in complex situations where there are a lot of variables at play.

AI is also great for improving metrics. It can help you to track your progress towards specific goals and identify areas where you need to make changes. With the help of AI, you can automate process improvement, making your business more efficient and successful.

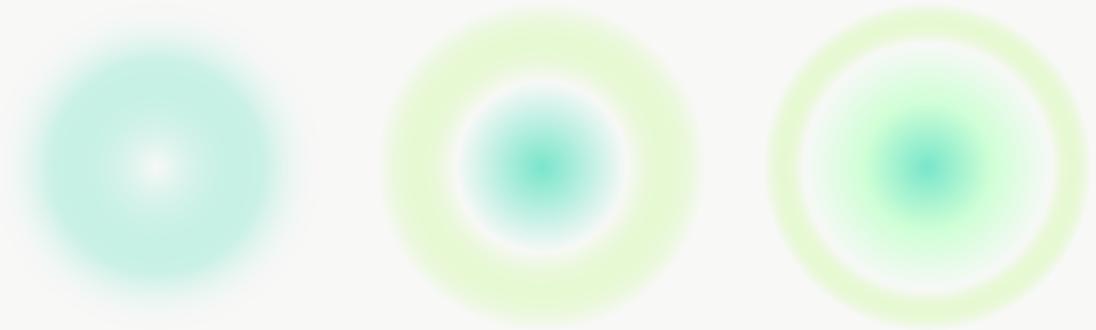


# THE CURRENT STATE OF AI AND SCALING

Despite the current state of AI being more advanced than ever before, there are still some barriers to entry that businesses must overcome to scale their operations with AI. However, such barriers to entry do not exist in Supercharge Lab.

As Supercharge Lab's goal it to democratize the use of AI, therefore we have vouched to never bring the cost to our clients. Our AI 'Sigmund' has thus far helped our customers to increase their ROI and ROAS by at least 76% after 4 months of engagement.

# IN CONCLUSION



Once you've determined that AI is a good fit for your business, the next step is to scale your implementation. This involves finding the right solutions and tools for your specific needs. Sounds daunting? Worry not! Supercharge Lab is here and has the team and talents to help you develop a sound plan for you.

If you are running an agency and have similar issues, we would love to connect with you and show you the possibilities of AI and how you can use the minimum amount of investment to increase yours ROAS by at least 76%.

# GET IN TOUCH



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