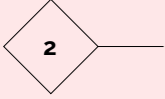# pendo systems
FUELING THE AI REVOLUTION™

CLIENT CASE STUDY

CONTACT US

Brenton Way
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Los Angeles, CA 91367

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760.657.2597

Brenton Way

Our Client:

Pendo Systems
Montclair, New Jersey

Project:

Pendo Systems Growth

2017-2018

A NOTE FROM OUR CEO

OUR APPROACH

Every business is unique, so why settle for traditional marketing campaigns that prove no ROI? Brenton Way's core belief is that your **uniqueness** is followed with tailored solutions and a world class marketing team. Expect agile growth across various verticals and a planned out long-term strategy to position you as a thought leader in your vertical

Brenton Way uses technology as a catalyst to drive deep data analysis and proof of concept strategies focused on building value anf not "fluff". is a data-driven marketing agency with a focus on building **value**. We bridge the gap between you and your audience by using innovative technology. Let us **bring your ideas to life**.

SINCERELY,

Johnathan Saeidian, CEO

CONTACT ME

www.brentonway.com/about
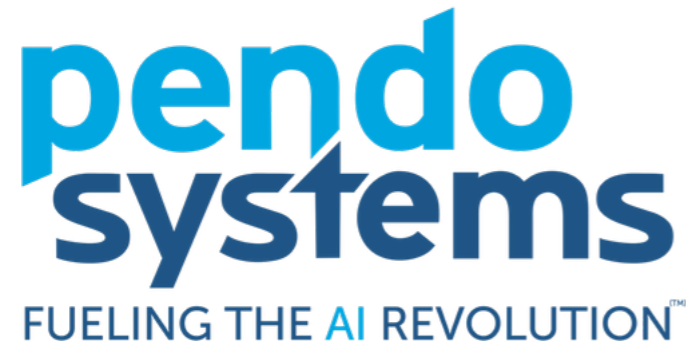jj@brentonway.com

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INTRODUCTION

Pendo Systems is a machine learning software that turns unstructured data into manageable data sets through its AI-ready platform. The Pendo Learning Machine allows you to rapidly transform your enterprise's data.

The team has been providing software solutions to the financial services industry since 2007. Pendo Systems prides itself on maintaining its agile development philosophy in order to address the ever changing environment of the financial services industry.

OVERVIEW

Client: Pendo Systems

URL: www.PendoSystems.com

Website Focus: Brand Awareness & Client Activation

Services Provided: Consulting, Conversion Optimization, Website UX Optimization, SEO, Graphic Design, Video + Blog Content, Social Media Management.

Business Type: Business to Business

Client Industry: Financial; FinTech

Case Summary: With our focus on providing qualitative results, we successfuly communicated Pendo System's message in the crowded fintech sector. Find out how we generated a 320% increase in organic searches for our client along with a dramatic surge in social media engagement. All this to improve the user flow of top prospects.

IDENTIFYING THE PROBLEM

During the scheduled consultation with Pendo Systems, we analyzed their website traffic performance and discussed the pain points with the company's leaders.

CLIENT PROBLEMS:

Differentiating Pendo Systems's brand against competitor Pendo.

Building a proper digital brand & storytelling for Pendo System's

Creating important digital assets around the platform

TECHNICAL PROBLEMS:

Low qualified traffic onto the website

High website bounce rate and untested CTAs

Weak backlinks & digital relationships to the main site

PART IV

SOLUTION

Brand Consultation - Set the over-arching goal of the campaign. Establish Pendo Systems as a thought-leader within the FinTech Industry.

Social Management - Engagement-driven content stream onto channels. Content repurposing: using blogs and converting them into videos.

Content & Video Creation - Turning use cases into content and designing monthly videos.

UX Funnel Management - Adding a customer page to the website, adding a Live Chat option, and updating use cases regularly.

Marketing Automation - Offer live and direct communication with prospects on site. Automate nurturing process with warm prospects.

Rank

Click-Through

Brand

Engage

Convert

02

Campaign Goals:

> Turn Pendo Systems into an industry thougt-leader

> Improve intent-based searches

> Consult & improve digital brand flow

> Properly communicate value proposition

RESULTS
SINCE LAUNCH

→ Increased 1000+ monthly searches for the term "Pendo Systems".

→ Boosted targeted social impressions to 320,000 in one year

→ Increased MQL's (Market Qualified Leads) by 75% in 9 months

→ Generated new intent-based keywords through organic by 320%

→ Increased targeted social following by 740% in one year

→ Improved overall site engagement by 21%

1600 VISITORS

1200

800

400

0

OCT 17 · NOV 17 · DEC 17 · JAN 18 · FEB 18 · MAR 18 · APR 18 · MAY 18 · JUN 18 · JUL 18 · AUG 18