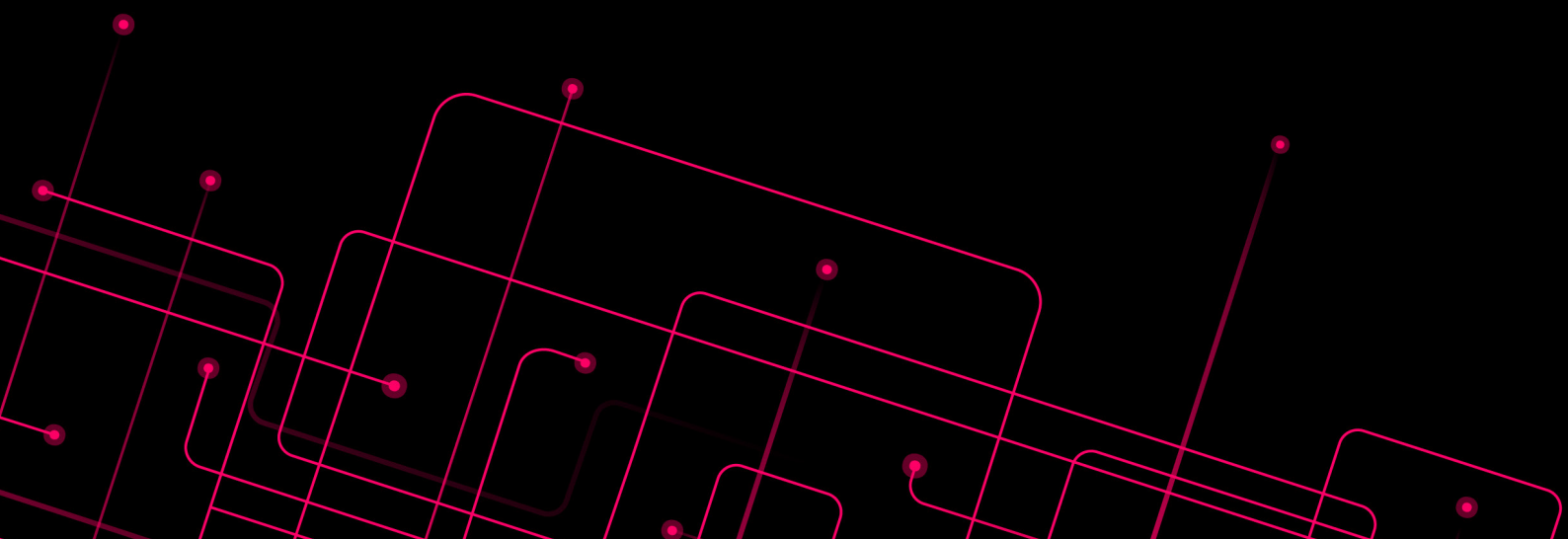
A88 LAB.

acodis

Case Study

HOW WE HELPED ACODIS GENERATE 32 HIGH-INTENT MQLS IN 1 MONTH WITH TARGETED PAID CAMPAIGNS (LINKEDIN + GOOGLE)



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The Results

1st
page rankings on Google SERP.

32
high-quality MQLs in just one month.

1%
CTR above the industry average **of 0.4%-0.6% with a LinkedIn Ads campaign.**

> ”A88Lab. helped us achieve our revenue goals with razor-sharp tactics. From the beginning, we focused on gaining revenue and never converting leads without any real intent. I highly recommend working with A88Lab. ”
>
> Simon Lehman, Head of Marketing at Acodis

The Client

Acodis is a B2B SaaS company that operates in the Data Extraction field. Their Intelligent Document Processing (IDP) platform can understand and extract almost any kind of data point from a vast amount of documents across many industries such as pharmaceutical, finance, logistics, healthcare, legal, etc.

Acodis is a leading provider of auto data extraction from documents with Machine Learning, trusted by big global companies like Roche and Novartis.

The Challenge

In 2022, Acodis received several inquiries from pharmaceutical and healthcare companies about their IDP platform. Previously, their platform was mainly applied in sectors like finance, retail, and archive digitization. This new interest from the pharmaceutical and healthcare fields presented Acodis with a challenge, as they lacked experience in these areas. Their initial move was to conduct detailed research to determine whether their IDP platform could be effectively adapted to meet the specific needs of these industries.

The Approach

Recognizing the need for a deeper understanding and insights into the Pharma and Healthcare industry, Acodis began its collaboration with A88Lab. The first two steps of this collaboration were:

1. Conducting market research to discover how Acodis' targeted industry could benefit from its IDP platform. This research helped us identify the key pain points in terms of data extraction and determine what the main campaign message would be.
2. Conducting comprehensive industry research to get a holistic understanding of the industry landscape and determine Acodis' expansion opportunities. The executed analysis established that the Acodis IDP platform could significantly enhance GxP compliance and streamline data extraction from industry-specific documents, such as batch records, safety data sheets (SDSs), artworks, tables, graphs, and images.

The Solutions

Once the research phase was completed, our team began developing a strategy and plan specifically tailored to the pharmaceutical and healthcare industry. This comprehensive approach aimed to help Acodis test its solution, establish its brand, and generate new demand.

The key elements of the strategy were:

1. Enhancing Acodis' website visibility by optimizing search results for specific keywords.
2. Creating informative web content that addresses GxP compliance and regulatory obligations.
3. Educating the target audience through organic LinkedIn.
4. Running targeted paid ads on LinkedIn and Facebook platforms.
5. Developing comprehensive guides for Batch Records and Safety Data.
6. Crafting engaging blog posts to improve SEO and enhance the Acodis brand.

By adopting this holistic strategy, we not only promoted Acodis but also provided valuable information to their audience. The main goal of this strategy was to position Acodis as a standout player in the Pharma and Healthcare industry, emphasizing the unique solutions and benefits offered by Acodis products.

The Impact

1. Boost SEO Ranking

In just two and a half months after launching the campaign, Acodis achieved a first-page SEO ranking on Google. By optimizing specific keywords, Acodis' website ranking improved significantly, leading to an increase in visibility and organic traffic.

- ✓ Batch Records Data Extraction - 1st position.
- ✓ Data Extraction With AI - 1st position.
- ✓ Safety Data Sheets Data Extraction - 2nd position.
- ✓ Data Extraction From Documents - 2nd position.
- ✓ Auto Data Extraction - 4th position.

2. Boost in Marketing-Qualified Leads

A88Lab.'s organic marketing efforts, together with paid ads, resulted in successfully generating 32 MQLs and 8 opportunities. By also adding website content about GxP compliance and regulatory obligations, Acodis managed to capture these leads in just one month.

Achieving this goal required crafting different types of organic LinkedIn posts, running paid LinkedIn and Facebook Ads, writing various kinds of SEO-optimized blog posts, and finally, boosting Acodis' website in search results for specific keywords.

3. Click-Through Rate (CTR)

To raise awareness within the pharma industry for Acodis, we launched a targeted Brand Awareness campaign and a cold layer of single-image ads, where we achieved a relatively high engagement with CTR that was constantly beyond 1% compared to the average of 0.4%-0.6%.

A88 LAB.

Let Us Help Your Brand Achieve Its Full Potential.

Book a Free Consultation

A88Lab. is a full-stack marketing agency for B2B SaaS and tech companies. We help our clients get the most out of their marketing budget, build a quality sales pipeline, establish strong client relationships, and generate more revenue.

www.a88lab.com