

## case study

# Hidden Hearing required a digital presence to maintain their market leading position.

**Hidden Hearing - the UK's leading provider of Hearing tests and high quality hearing aid technology, with over 84 locations in the UK.**

- Management of the UK consumer website and CRM system built in Sitecore. Support, maintenance and hand holding to ensure their online presence is personalised for different visitors. The website is continually generating leads and is fully responsive.
- Managing the transition from a £12m spend on print advertising in the national press to Digital lead generation campaigns, specifically for their sales and call centre team.
- Creation and management of Google adwords campaigns to drive conversion traffic to the website at a targeted CPA (Cost Per Acquisition) to ensure profitability
- Design and build of micro sites with the objective of lead generation as a conversion, optimisation of the sites with A/B split testing to increase conversion percentage
- Detailed analysis and reporting of all traffic, continued improvement and generation of improved landing pages to increase leads through increased conversion percentage
- Technical reporting on conversion rate optimisation for all content and pages, utilising Google Optimise and Tag Management

**Hidden Hearing continue to use Print Media for advertising but are moving towards digital, we have demonstrated a reduction in their cost per acquisition (CPA) through digital marketing and services, providing the business with a lower cost per sale and increased profitability.**

