



PIMBERLY

PRODUCT INFORMATION MANAGEMENT SOFTWARE



SITUATION

Pimberly, a SAAS provider of product information platforms for ecommerce businesses, is entering the U.S. market. They've had great success in the U.K., and would like to replicate that success in the U.S. SMC worked with them to develop a web-focused marketing strategy that raised ideal client awareness of the Pimberly brand and unique value proposition in the U.S. market and shared engaging content for inbound marketing lead generation.

"We have seen a 50% increase in traffic to one of our key pages on our website that was struggling to get traffic before."

ANNABEL DARLING

Head of Digital Marketing & Systems

RESULTS



**INCREASED U.S. SALES
SIGNIFICANTLY IN THE
FIRST 6 MONTHS OF
OPENING THE U.S.
OFFICE.**



**STREAMLINED WEBSITE
BASED ON MAPPING
CLIENT JOURNEY AND
UNDERSTANDING U.S.
AUDIENCE.**



**DEVELOPED CLEAR
MESSAGING TO
DIFFERENTIATE THEM
FROM THEIR TOP 3
COMPETITORS**