



## Case History – ABAX

### The Challenge

ABAX is an international company based in Norway. They are the market-leader in developing and delivering electronic Triplogs, GPS tracking, fleet management platforms, Equipment & Vehicle Control systems

- Our task was to create a strategy to leverage brand awareness and build sales leads of Triplog GPS navigation product via the company website
- Targeting Fleet Managers through to Sole Traders using company cars or vans.
- Take out learnings by testing media efficiency and rates of lead generation for future campaigns
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### The Strategy

- We delivered brand awareness and sales leads by a powerful digital strategy that became the core of an integrated multi-channel campaign.

- Digital strategy launched with rich media assets, targeting new acquisitions and engaged audiences in influencing the consumer buying journey.
- One of our successful techniques was to leverage interest in the EURO 2016 championships to push topical messaging, gaining cut through against target audiences.
- Traditional media was focused on radio, leading with Talksport, as coverage against the target market was quickly achieved cost-effectively. Additional support was deployed in the lead trade magazines using creative, high impact sizes like belly bands leading into a DPS.

## The Outcome

- ABAX was singled out in Berg Insight's annual report into the outlook of the European Fleet Management market as the fastest growing telematics company in Europe, The growth of ABAX is based on organic growth fuelled by high sales numbers and profitable operations
- 365% increase in USERS to ABAX website during campaign
- 456% increase in USERS from paid social media channels

## The Channels

- Social Media (Twitter, Facebook, Instagram)
- Paid Search (PPC)
- Biddable Media

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