

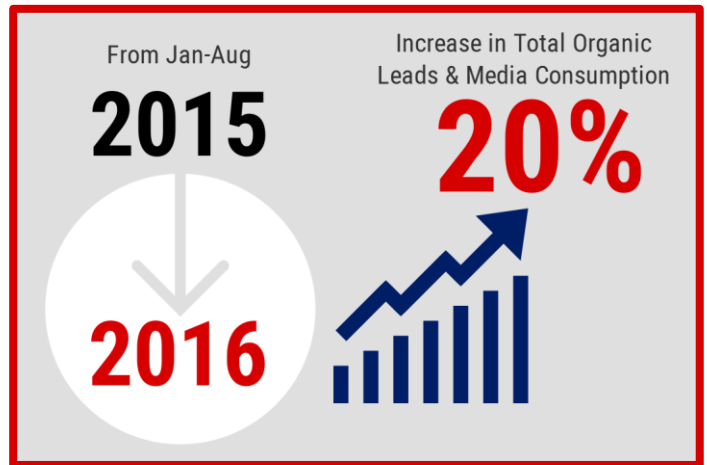
Client Success Story



The Client:

Canon Solutions America comes from Canon Business Solutions, Inc.'s purchase of Océ. They offer solutions for production systems, large format systems, office products, software and supplies.

When Canon, which was Océ at the time, came to E-Power, they were looking for online marketing assistance to grow their Production Printing division online.



What We Did:

E-Power was tasked with improving search engine optimization as well as setting up a comprehensive advertising program to deliver online quotes and increased media consumption to drive prospects further through the sales cycle. Paid Search programs, including remarketing for search, have been setup on Google AdWords and Bing Ads to reach people ready to request a quote. To increase leads and media consumption a comprehensive advertising program was created on Google. E-Power also utilized the display remarketing and in-market audience programs combined with email targeting.

How Did It Work?:

- With Display Advertising, E-Power delivered a **4.37% conversion rate**, which is 3.41 percentage points higher than the B2B industry average.
- The Production Printing Resource Center saw a nearly **20% increase** in total leads and media consumption from organic visitors comparing Jan-Aug 2015 and 2016
- **150% advertising** lead increase comparing July 2015 to July 2016

