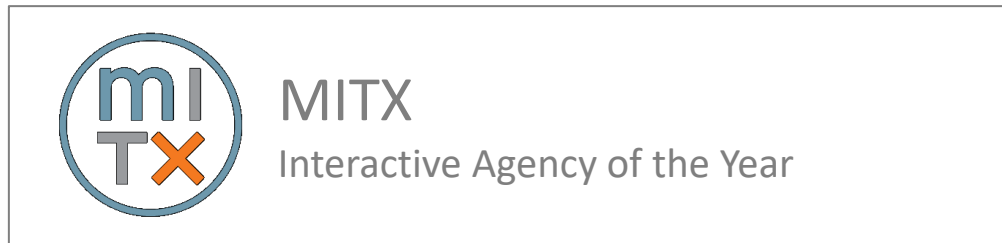# OVERDRIVE INTERACTIVE
Digital Marketing Capabilities and Case Studies

About Overdrive Interactive

- Overdrive helps companies compete and win in today's hyper-competitive digitized marketplace by integrating into high-powered customer journeys:
  - Digital-first strategy and planning
  - Persuasion oriented creative and content
  - Branding and demand generation
  - Account-based marketing (ABM)
  - Online media (display, social, video, DOOH)
  - Search marketing (SEO/SEM)
  - Website and application development
  - Social media marketing
  - Analytics and cross channel optimization

MITX
Interactive Agency of the Year

Client Experience

IBM	John Hancock	RSA
GUIDEONE INSURANCE	Principal	DELL
SCHWINN	INTRA LINKS	dynatrace
eLEND	AIG	PROUDLY CHEESE WISCONSIN
Akamai	Spectrum	DOWJONES
Qlik	salesforce commerce cloud	Staples

Core Services

Our full suite of services cover every area needed by today's digital marking departments.

Account-Based Marketing
Proven and pragmatic ABM programs that reach and influence the people who actually buy what your company sells and bridges the gap between sales and marketing.

Search Engine Marketing
Surgically optimized paid search programs that leverage marketplace intent and move the ROI needle fast.

Search Engine Optimization
Enterprise-level, content-centric SEO that dominates rankings and captures active buyers during all phases of the customer journey.

Media Planning & Management
Constantly optimized digital and programmatic media that reaches the right people, at the right time – all the time. All with no-nonsense ROI reporting.

Lead Generation
Measurable demand and lead generation programs that feed the sales funnel fast and yield actionable insights.

Social Media Marketing
Smart and friendly social that weaves content and brands into the fabric of the web, creating customer connections and ROI.

Creative & Content Development Services
ROI-driven creative and content assets that makes brands ascend, users take action, prospects want to buy, and customers want to come back for more.

Marketing Automation
Segmented nurture and email campaigns and personalized web experiences that escalate prospects into customers and customers into repeat customers.
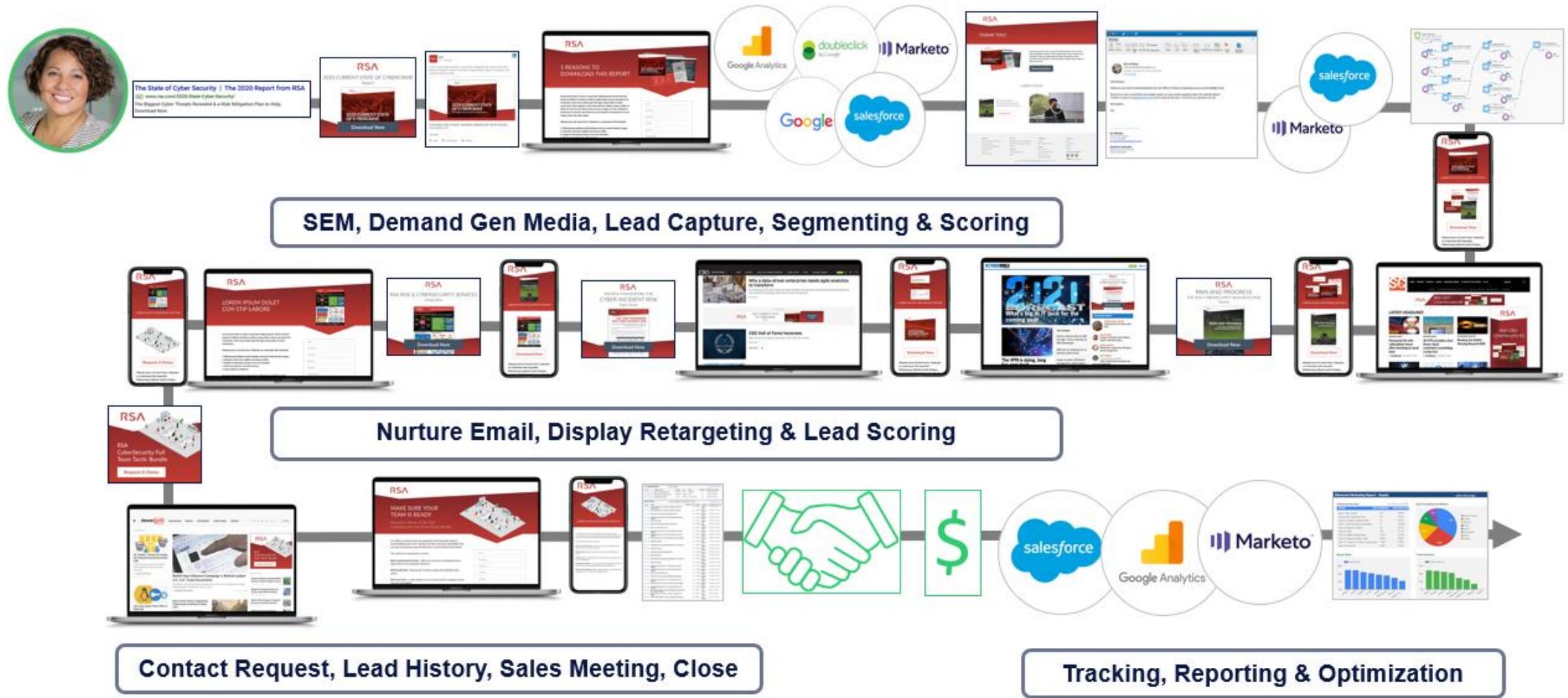
Web Development
CRM and MarTech-integrated websites that look great, adapt to customer needs, and create better market outcomes across the board.

# Overdrive Creates and Optimizes the Whole Customer Journey

Chronologically mapping the components of the customer journey instantly reveals how everything integrates together, what's not working and where the high impact points of optimization might live

SEM, Demand Gen Media, Lead Capture, Segmenting & Scoring

Nurture Email, Display Retargeting & Lead Scoring

Contact Request, Lead History, Sales Meeting, Close

Tracking, Reporting & Optimization

We Develop Websites that Deliver Success

- Successful websites must simultaneously satisfy the needs of users while also meeting the client's marketing and business requirements
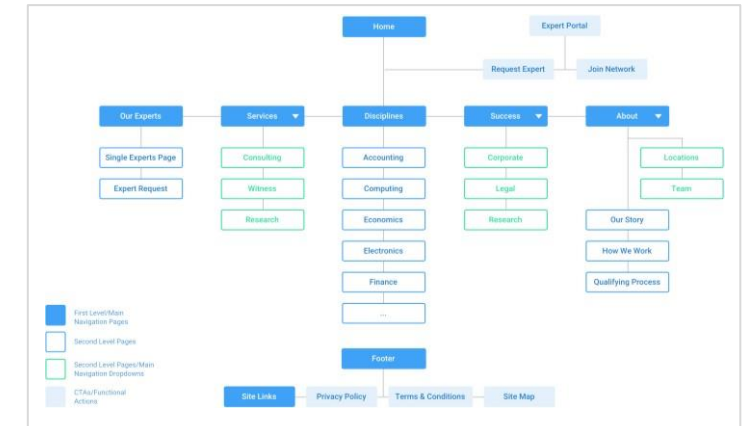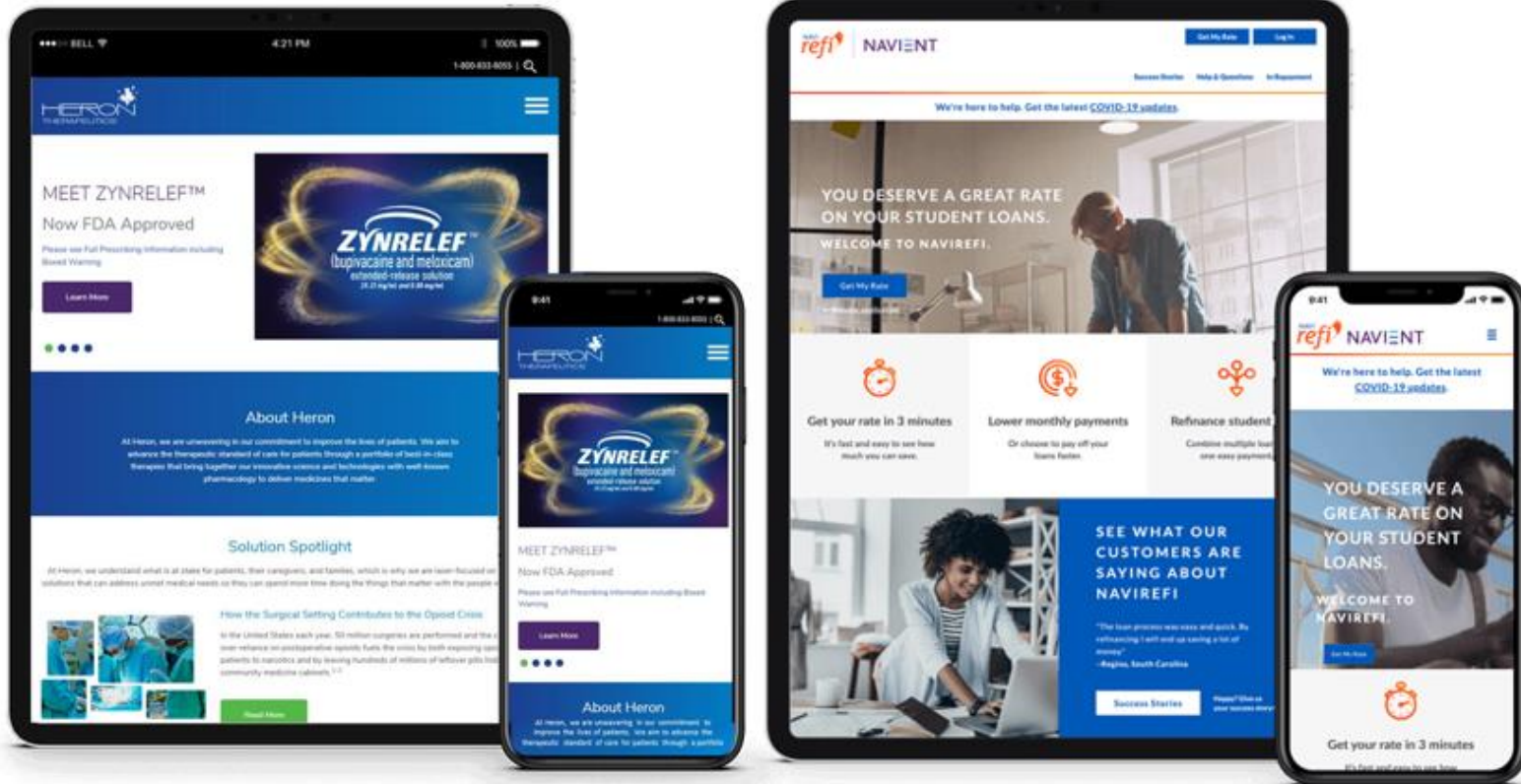
Action-Oriented Creative: *From Billboards to Banners to Landing Pages*
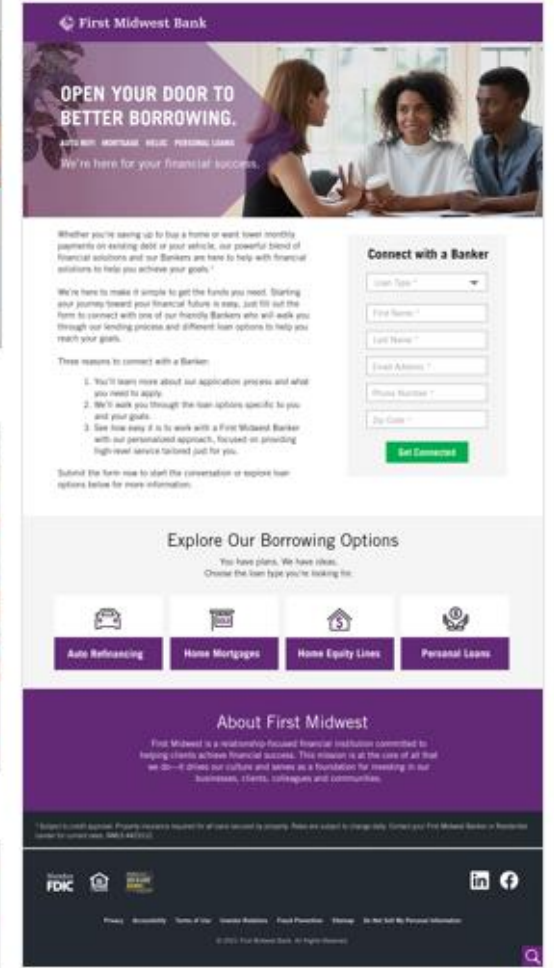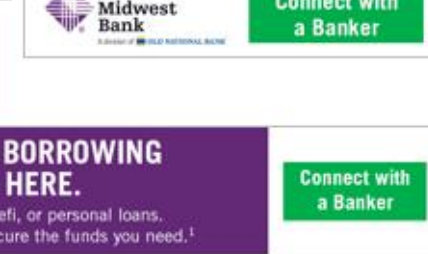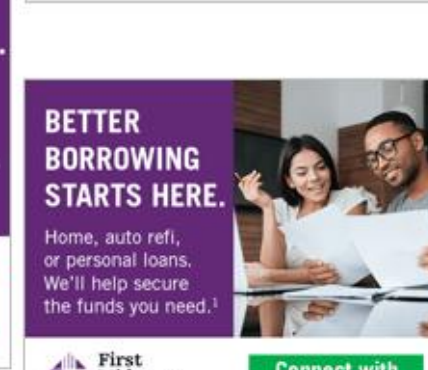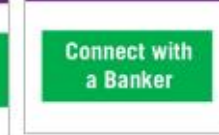## *End-to-End Campaigns that Get People to Take Notice and Take Action*

Campaigns that take consumers from the first brand impression to the measurable transaction that drives ROI.

Action-Oriented Creative: *From Banners to Emails to Landing Pages*
Conversion Oriented Creative that Feeds Your Sales Funnel

Banner and email nurture campaigns that get noticed, opened and clicked.

Landing pages that get users to take action and convert prospects into leads.

Action-Oriented Creative: *From Banners to Videos to Landing Pages*
Engagement-Oriented Creative that Builds Your Brand

Action-Oriented Creative: *From Banners to Emails to Landing Pages*
Conversion Oriented Creative that Feeds Your Sales Funnel

Marketing Technology Stack Expertise

We have expertise in all the top marketing technologies and will help you put your MarTech to work for better tracking and higher ROI.
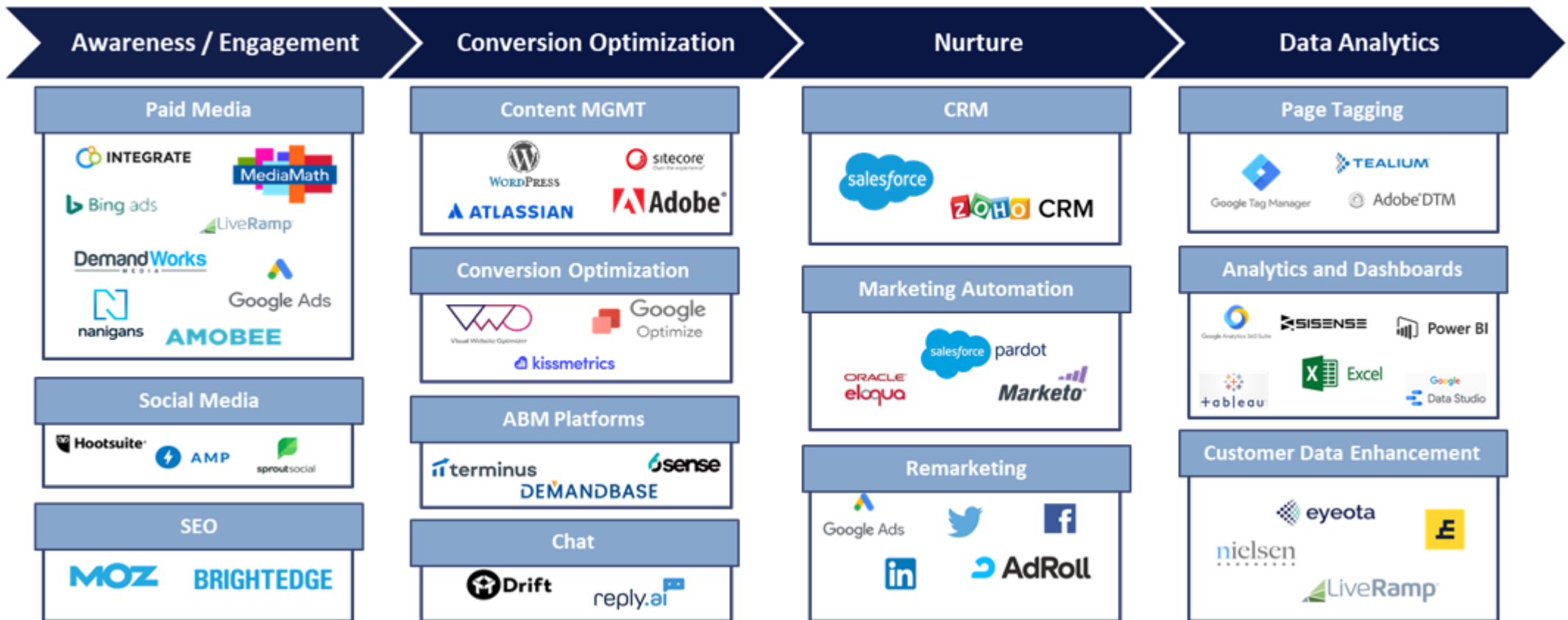
MarTech and Media Working Together

We integrate segmented CRM data with ABM platforms and media channels to surgically target the companies and customers you want to work with.
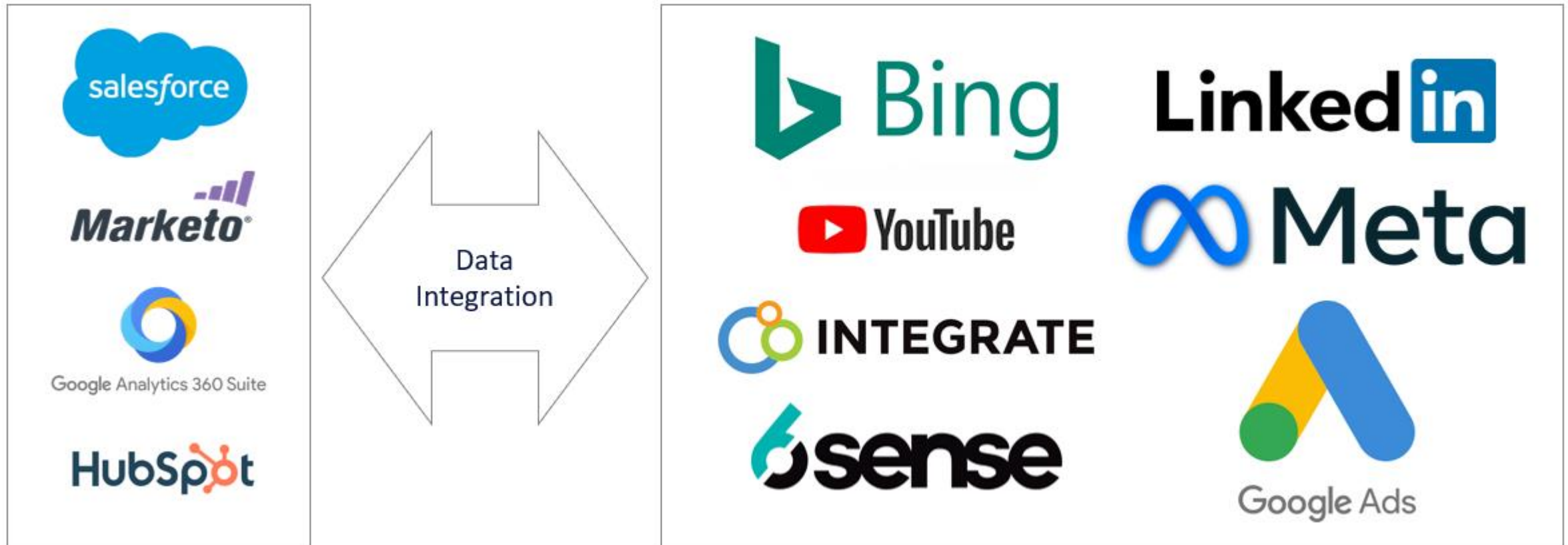
Custom Dashboards and BI Development

Our BI development teams use data warehousing platforms such as Big Query combined with Looker, PowerBI, and other platforms to create custom dashboards that reveal the true ROI of their campaigns and yield actionable insights that increase performance.

Overdrive University

Jump right in and explore the courses Overdrive developed based on what we know works!
These courses give teams the knowledge they need to unify your organization's digital approach.
The result will be better-coordinated programs that launch quickly and produce more ROI!

Advanced SEO Tactics for Developers and Website Managers
Launching search friendly websites right out of the gate.

End-to-End Digital Marketing (B2B and B2C)
Strategies and tactics your teams need to know right now to succeed.

High Impact Digital Demand Generation for B2B
Generating opportunities sales teams will love.

The 5 Pillars of Ecommerce
The things omni-channel marketers have got to get right to succeed!

SEO for Everyone
Killer SEO tactics people can use every day.

Quick Start Marketing Automation
Getting your nurture programs up, running and optimized now!

Always on ABM
A quick-start workshop to supercharge your account-based marketing.

Crafting the Customer Journey
Building digital pathways that bring customers to your door.

Case Studies
Tech

Integrated Digital Program

Dell Technologies

Client's Challenge

Dell Technologies relies on Overdrive Interactive to help them maintain leadership in a highly competitive SaaS marketplace.

Program Components:

- Technical Consulting
- Creative Services
- Content Development
- Search Engine Optimization (SEO)
- Conversion Rate Optimization Consulting
- Paid Search Management (SEM)
- Programmatic and Retargeting
- Unified Dashboard & Analytics
- Integrated Nurture Program (email + display)

+215%
SEM Conversion
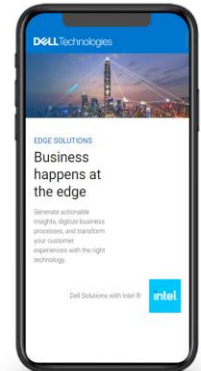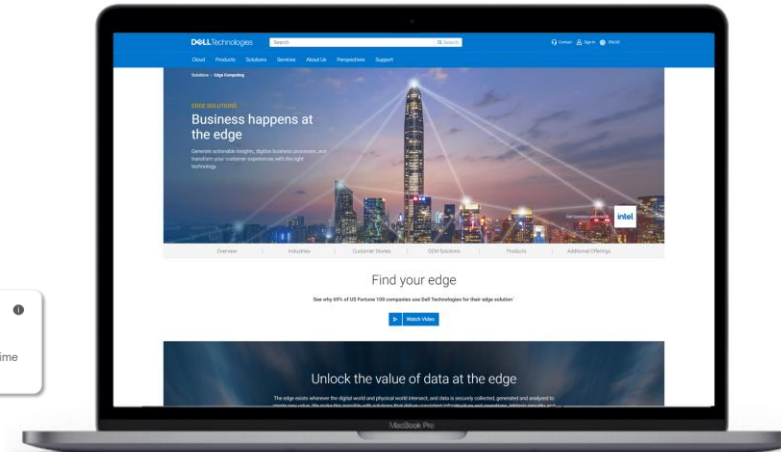
+406%
High Value Engagements

+210%
Organic Rankings

+55%
Google Page 1 Rankings

Integrated Digital Campaign

Client's Challenge
Dynatrace came to Overdrive to help launch their digital presence and customer journey from the first impression to trial and sales.

Program Components:
- Marketing Plan Development
- Search Engine Marketing (SEO)
- Social Media Marketing (Paid)
- Paid Search Management (SEM)
- Programmatic and Retargeting
- Conversion Rate Optimization
- Unified Dashboard & Analytics

See Full Case Study here

+1,428%
Organic Traffic

+1,226%
Google Page 1 Rankings

+633%
SEM Conversion Rate
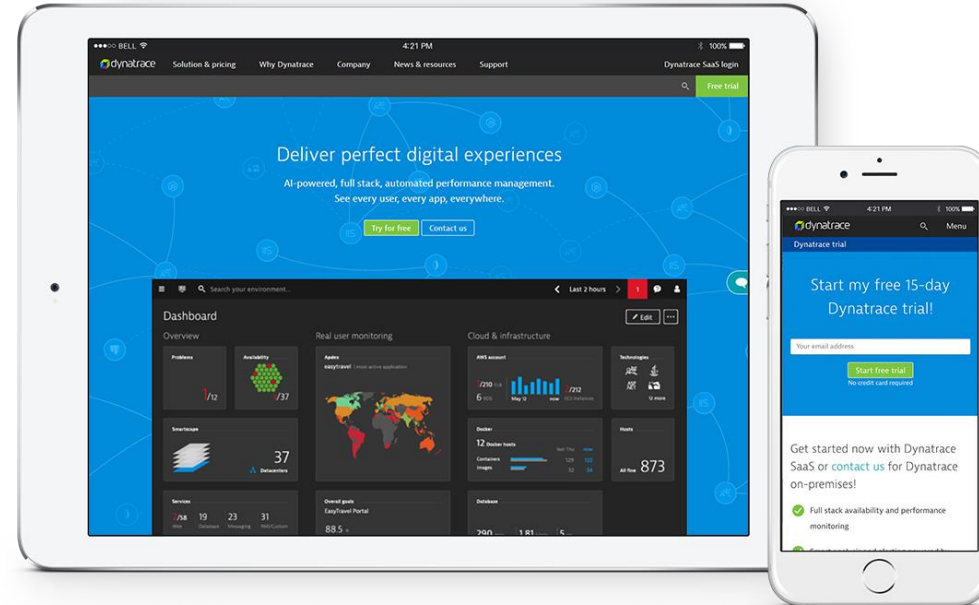
+94%
SEM Conversion

Integrated Digital Campaign

mimecast®

Client's Challenge
Mimecast came to Overdrive to help build their brand, grow their digital footprint, drive traffic and engagement from their target audience and, of course, to grow revenue.

Program Components:
- Search Engine Optimization (SEO)
- Social Media Marketing (Paid)
- Paid Search Management (SEM)
- Programmatic and Retargeting
- Marketing Stack Integration
- Unified Dashboard & Analytics

See Full Case Study here

+22%
Conversion Rate

+142%
Google Page 1 Rankings

-57%
Display Cost Per Conversion

-75%
SEM Cost Per Conversion

Integrated Digital Campaign

Akamai

Client's Challenge

Akamai came to Overdrive to integrate their demand generation efforts so that various components work together at all prospecting customer touch points and significantly improve the performance of their lead generation programs.

Program Components:
- Conversion Optimization
- Search marketing (SEO/SEM)
- Social Media Marketing (Organic)
- Facebook and Twitter Advertising
- Programmatic and Retargeting
- Unified Dashboard & Analytics
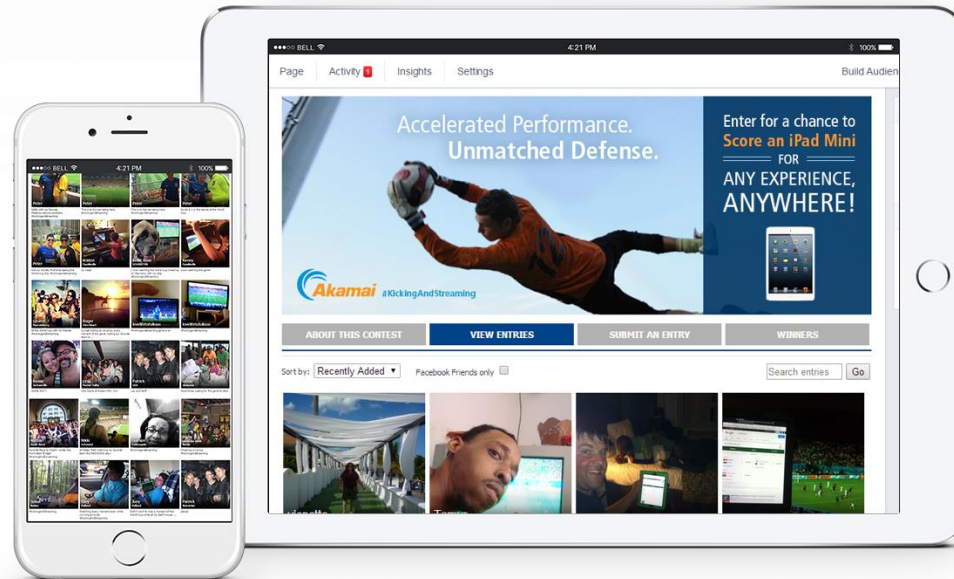
See Full Case Study here

+165%
Conversion Rate

+294%
SEO Page 1 Listing

+328%
Social Growth

-70%
SEM Cost per Lead

Integrated Digital Campaign

Spectrum ENTERPRISE | **Navisite**®

Client's Challenge
NaviSite came to Overdrive to help them deploy an integrated digital marketing campaign to drive qualified lead generation for a wide variety of enterprise technology solutions.

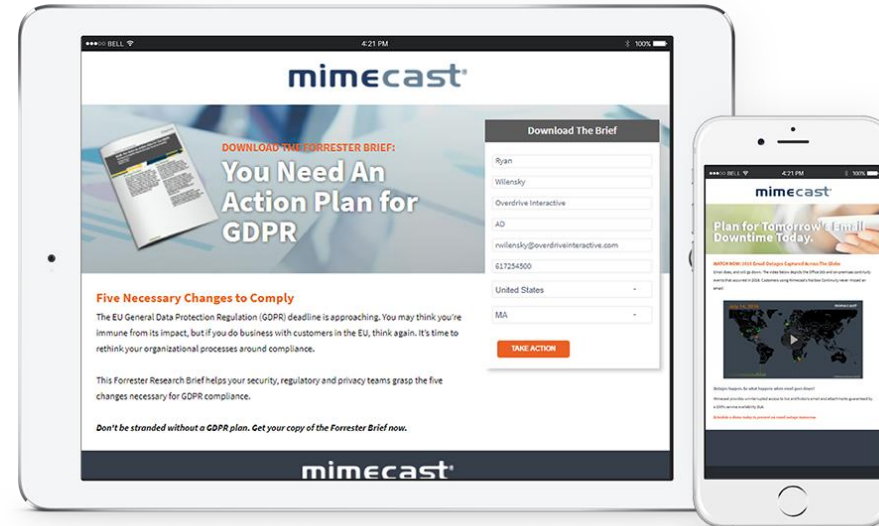**Program Components:**
- Search Engine Optimization (SEO)
- Paid Search Management (SEM)
- Programmatic and Retargeting
- Landing Page Design Development
- Unified Dashboard & Analytics

See Full Case Study here

+105%
Total Lead Volume

+105%
SEM Conversion Rate

+189%
Organic Search Presence

-46%
SEM Cost per Lead

Integrated Digital Campaign

ATTUNITY

Client's Challenge
Attunity came to Overdrive with the goal of dramatically increasing marketing-qualified leads and website visits in North America and EMEA regions.

Program Components:
- Marketing Plan Development
- Website Development
- Search Engine Marketing (SEO)
- Paid Search Management (SEM)
- Display & Remarketing
- Marketing Stack Integration
- Unified Dashboard & Analytics

See Full Case Study here

+1,283%
SEM Conversion

+410%
SEM Conversion Rate

-90%
SEM CPC

+258%
Google Page 1 Ranking
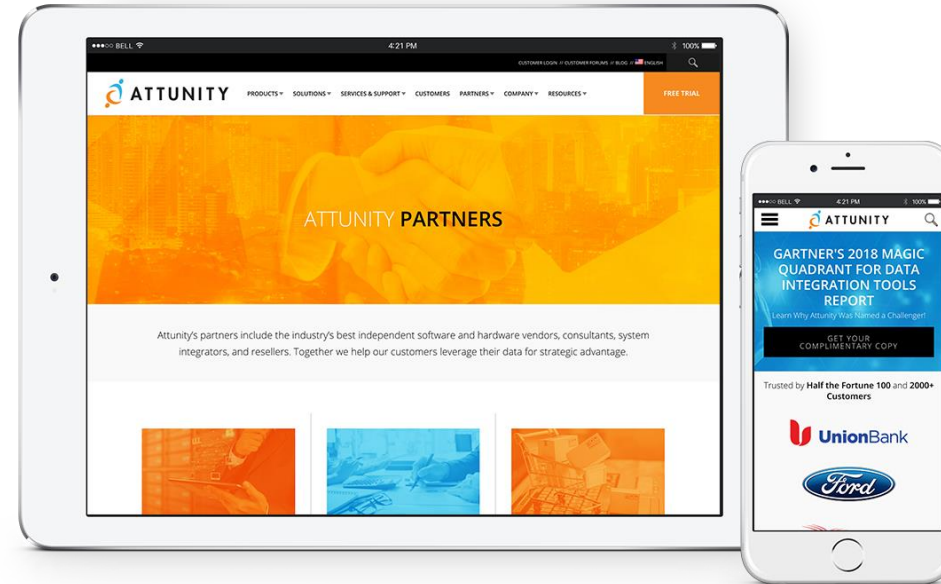
Integrated Digital Campaign

Client's Challenge

GE Healthcare came to Overdrive to open and widen its online lead generation channel for its Centricity Advance Product line.

Program Components:

- Search Engine Optimization (SEO)
- Content Development
- Webinars
- Paid Search Management (SEM)
- High Conversion Landing Page Design
- Programmatic and Retargeting (ABM)
- Unified Dashboard & Analytics

See Full Case Study here

+500%

Total Lead Volume

+286%
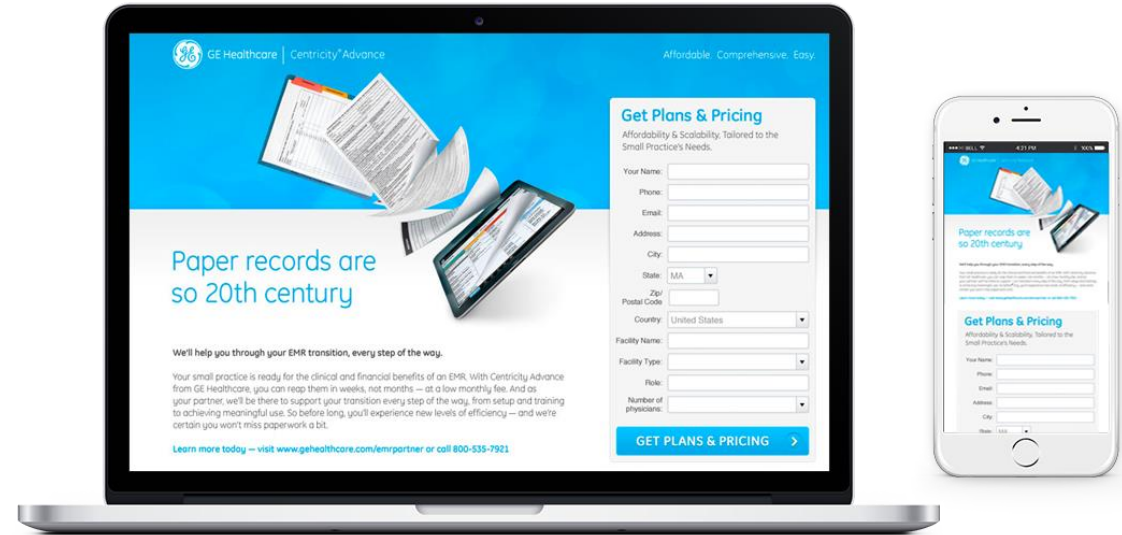
Organic Site Traffic Increase

+435%

New Site Visitors

Integrated Digital Campaign

NASA FEDERAL CREDIT UNION

Client's Challenge

NASA Federal Credit Union came to Overdrive for help in increasing applications across several products, including Mortgages (Purchase and Refi), Credit Cards, and Certificates (CDs).

Program Components:
- Search Engine Marketing (SEO)
- Paid Search Management (SEM)
- Display & Remarketing
- Marketing Stack Integration
- Phone Call Tracking
- Unified Dashboard & Analytics

See Full Case Study here

Example SEO Content

+1,500%
Click-Thru Rate

+30%
Conversion Rate

+2,700%
Telephone Conversions

-54%
Cost per Conversion
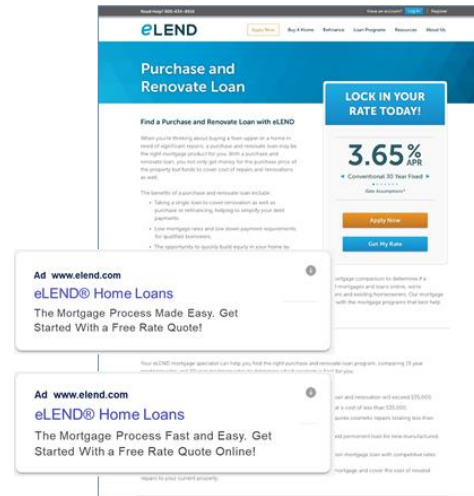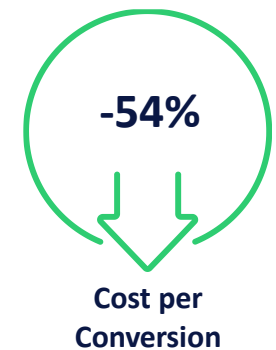
Integrated Digital Campaign

eLEND

Client's Challenge

eLEND came to Overdrive to launch their online lead generation programs. With increased competition in the online mortgage space, the goal was to increase organic lead volume and conversion rates. In addition to forming leads, telephone calls to their call center were also a high-priority goal.

Program Components:

- Digital Strategy and Marketing Plan Development
- Technical SEO Consulting and Reporting
- SEO Content Development
- Search Engine Marketing (SEM)
- Social Media Marketing
- Display/Retargeting
- Conversion Optimization
- Phone Call Tracking

See Full Case Study here

Example SEO Content

+105%
Page One SEO rankings

+70%
Social Engagement

-30%
Cost Per Lead

+150%
Lead Volume
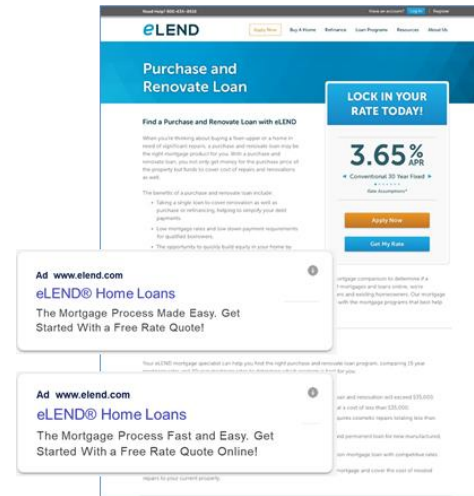
Integrated Digital Campaign

First Midwest Bank

Client's Challenge

First Midwest Bank came to Overdrive to help deploy integrated digital marketing campaigns to drive qualified lead generation for their Consumer Loan products, MSB services, Small Business segment, and Consumer Checking offerings.

Program Components:

- Customer Journey Development
- Product Specific Campaign Development
- Media Planning & Management
- Paid Search Marketing (SEM)
- Social Media Marketing
- Ad Creative Development
- Landing Page Development
- Nurture Campaign Development
- Dashboard and Analytics

See Full Case Study here

BETTER BORROWING STARTS HERE.

Home, auto refi, or personal loans. We'll help secure the funds you need.[1]

First Midwest Bank | **Connect with Banker**

First Midwest Bank

OPEN YOUR DOOR TO BETTER BORROWING.

AUTO REFI   MORTGAGE   HELOC   PERSONAL LOANS

We're here for your financial success.

Apply Now

Whether you're saving up to buy a home or want lower monthly payments on existing debt or your vehicle, our powerful blend of financial solutions and our Bankers are here to help with financial solutions to help you achieve your goals.[1]

We're here to make it simple to get the funds you need. Starting your journey toward your financial future is easy, just fill out the form to connect with one of our friendly Bankers who will walk you

Connect with a Banker

Loan Type *

First Name *

MacBook Pro

+981

First 3 months of campaign

Case Studies
B2C/Ecommerce

Integrated Digital Campaign

Client's Challenge

Funded by Wisconsin dairy farmers, Dairy Farmers of Wisconsin is a non-profit organization promoting Wisconsin's world-class dairy products.

Dairy Farmers of Wisconsin asked Overdrive to help launch the largest cheese platform in the world, elevating awareness for Wisconsin cheese.

Program Components:
- Digital Strategy
- Display Advertising
- Social Media Management
- Programmatic Video and Display
- Social Media & Programmatic Video Advertising
- Search Engine Optimization (SEO)
- Blogging and Content Creation
- High Engagement Landing Pages
- Unified Dashboard & Analytics

See Full Case Study here

+25MM
Brand Impressions

+2,600%
New Users

+890%
Organic Traffic

+245%
Google Page 1 Rankings
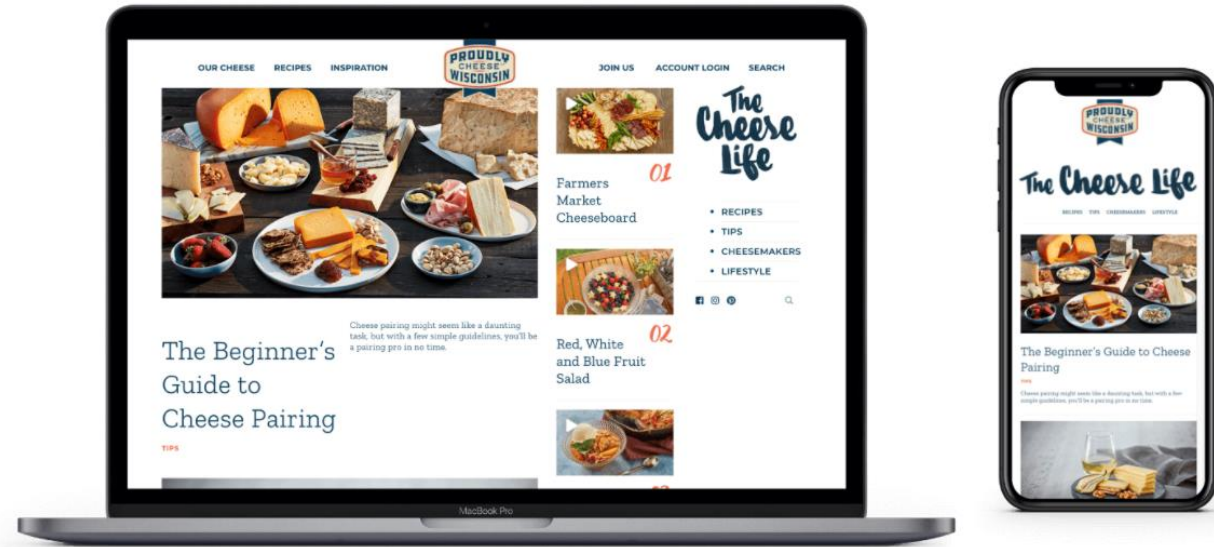
Integrated Digital E-commerce

Client's Challenge

American original bike brand, Schwinn, tapped Overdrive to promote their new electric bikes, as well as their non-electric traditional bikes. The campaign was geared towards driving brand awareness in the category and direct eCommerce sales from their website.

Program Components:
- Marketing Plan Development
- Ecommerce Customer Journey Mapping and Strategy
- Media Planning and Management
- Paid Search Management (SEM)
- Social Media Management
- Google Shopping Ads Management
- Ad Creative Development
- Unified Dashboard & Analytics

See Full Case Study here

+1,239%
Media Impressions

+543%
Sales

+2,032%
Revenue

+209%
Return on Ad Spend (ROAS)
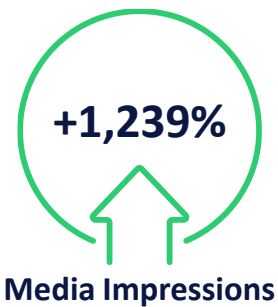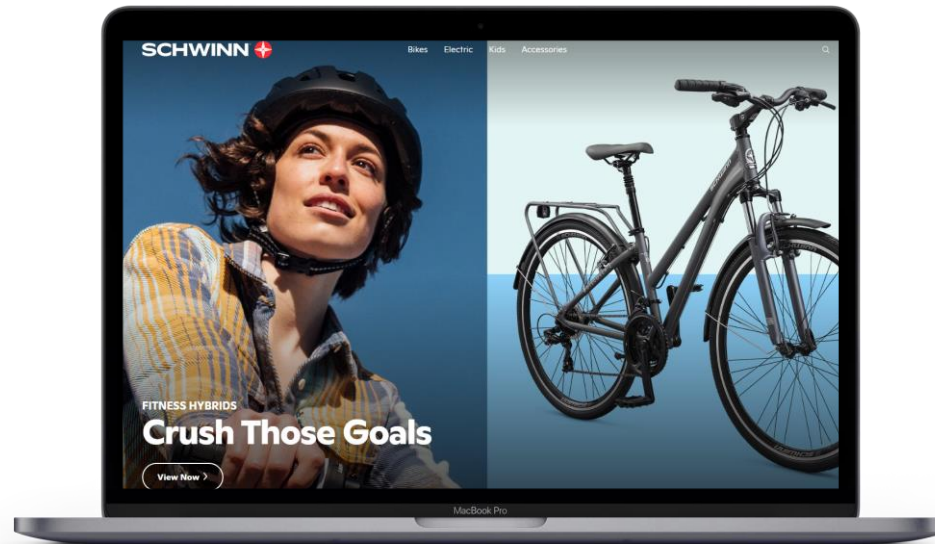
Social Crowdsourcing Campaign

Client's Challenge
Turn the online activity into "door swings" at Harley-Davidson retail locations.

Program Components:
- Photo Submission Microsite
- Photo Mosaic Application
- Crowdsourced Photos
- Socially-Enabled Landing Page
- Social Media Management
- Email Marketing
- Published Print Catalog

See Full Case Study here

This campaign generated a groundswell of awareness, engagement, and store visits. The product catalog became the reason why the audience visited their local store.

Integrated Lead Generation

Client's Challenge

Carlisle came to Overdrive for help with their goal of rapidly increasing their organic search presence, paid search efficiency and website conversion potential, with the goal of driving low-cost, high-quality leads into their sales funnel.

Program Components:

- Marketing Plan Development
- Homepage Design
- Media Planning and Management
- Paid Search Management (SEM)
- Social Media Management
- Ad Creative Development
- Search Engine Optimization (SEO)
- Conversion Rate Optimization (CRO)
- Landing Page Design &Development
- Phone Tracking
- Unified Dashboard & Analytics

See Full Case Study here

+102%
Paid Search Conversion

-48%
Paid Search Cost Per Lead

+224%
Organic Search Ranking

+591%
Organic Search Conversions
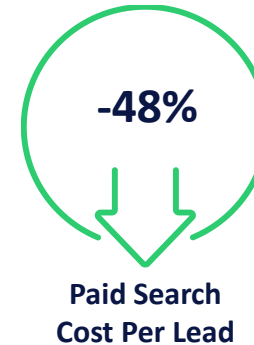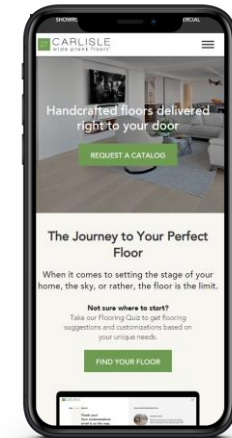
Integrated Retail & E-commerce Campaign
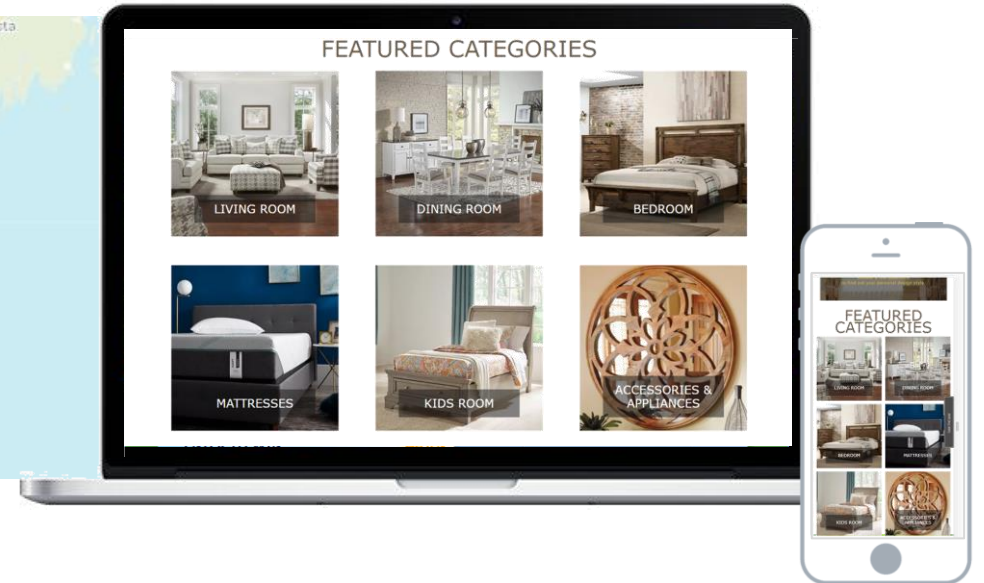
Bernie&Phyl's FURNITURE

Client's Challenge

Bernie & Phyl's, a regional furniture retailer asked Overdrive to increase new customer acquisition through e-commerce and retail channels.

Program Components:

- Google Analytics Review and Optimization
- Search Engine Optimization marketing (SEO)
- Search Engine Marketing (SEM)
- Mobile Experience Optimization
- Social Media Marketing
- Ad Creative Development
- Conversion Rate Optimization (CRO)
- Analytics and Insights

See Full Case Study *here*

+178%
Organic Transactions

+187%
Paid Transactions

+168%
Increased Revenue

+147%
Increased Return on Ad Spend (ROAS)

# Integrated Digital & Social Media Management

SoClean.®

Client's Challenge
Traditionally known for its flagship sleep equipment maintenance product, SoClean came to Overdrive to help market its new line of lifestyle products by extending and renavigating its social and web presence.

Program Components:
- Digital Strategy
- Display Advertising
- Customer Journey Mapping and Strategy
- UI/UX Strategy and Deployment
- Social Media Management
- Blogging and Content Creation
- High Engagement Landing Pages
- Conversion Rate Optimization (CRO)
- Unified Dashboard & Analytics

See Full Case Study here

+98%
Brand Impressions

+660%
Engagements

+442%
Engagement Rate

+94%
Product Web Conversion
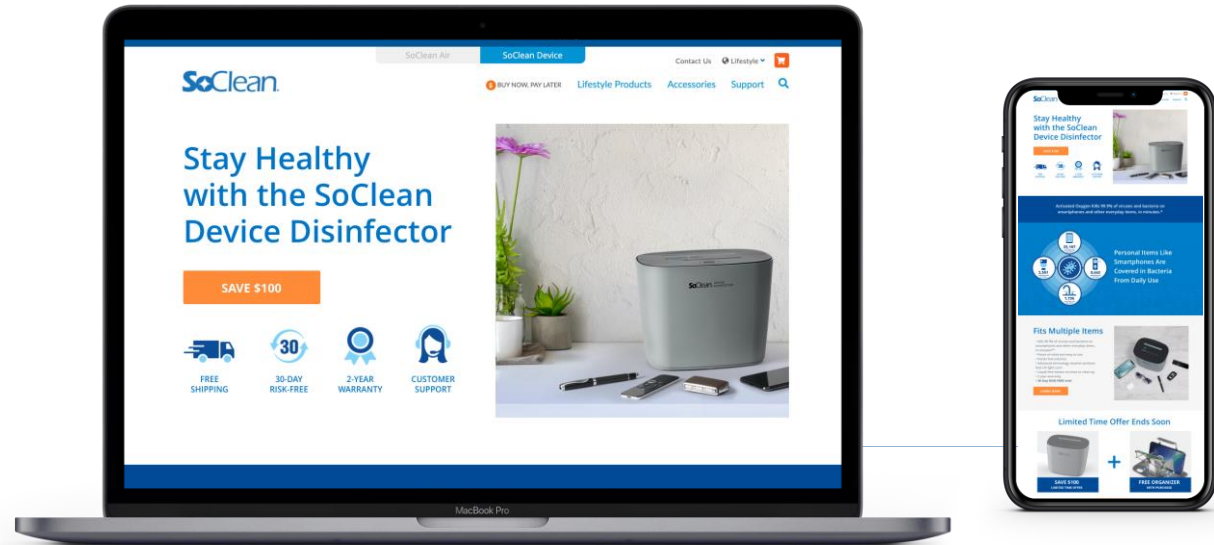
Integrated E-commerce Campaign Success Summary

Client's Challenge

Irwin Naturals came to Overdrive to help them launch direct to consumer eCommerce on www.IrwinNaturals.com.
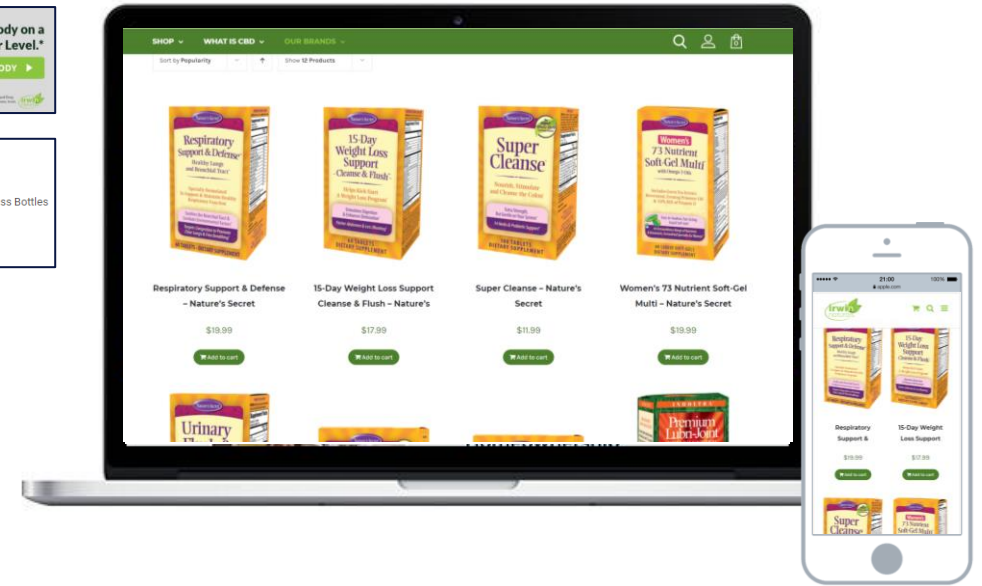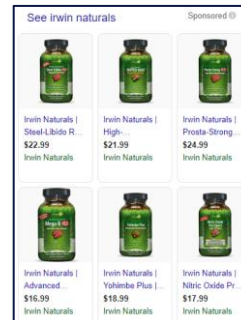
Program Components:

- Creative and copy development
- Paid search marketing
- Display Advertising
- Remarketing
- Shopping Feed Management
- Product image optimization

See Full Case Study here

+208%
Paid Conversion Rate

+205%
Transactions

+206%
Increased Revenue

+278%
Increased Return on Ad Spend (ROAS)
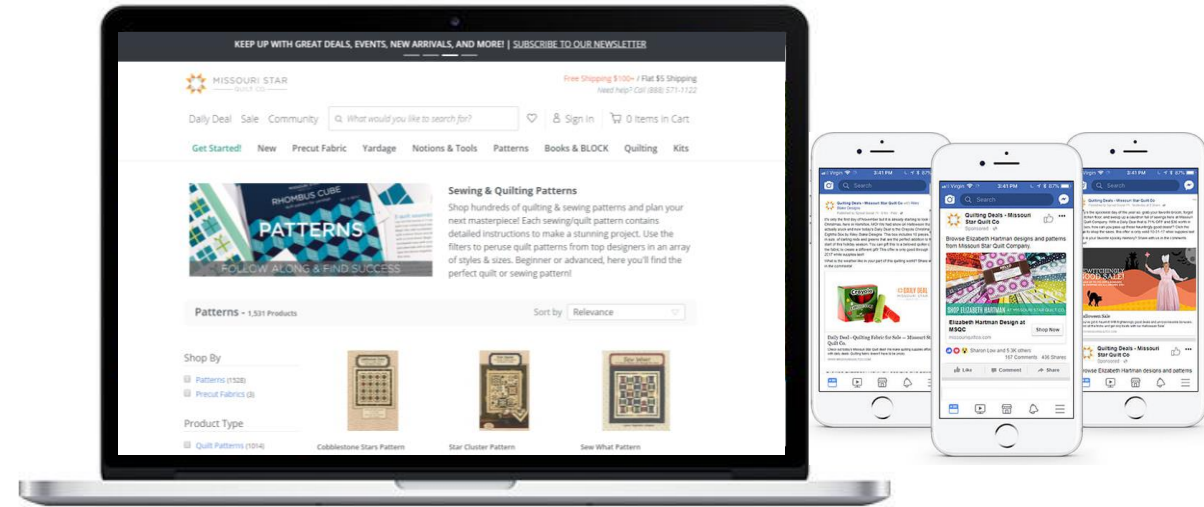
Integrated E-commerce Campaign

Client's Challenge
The Missouri Star Quilt Company came to Overdrive to help them increase revenue and return on ad spend across multiple digital channels.

Program Components:
- Search Marketing SEO & SEM
- Display & Remarketing
- Paid Social Advertising
- Shopping Feed Management
- Dynamic Creative Development

See Full Case Study here

+28%
Page 1 SEO
Rankings

+16%
Organic Search
Revenue

+50%
Return on Paid
Social Advertising

+566%
Return on Paid
Search Ad Spend
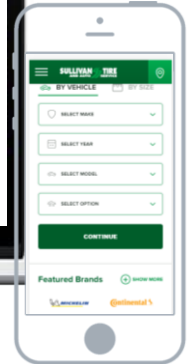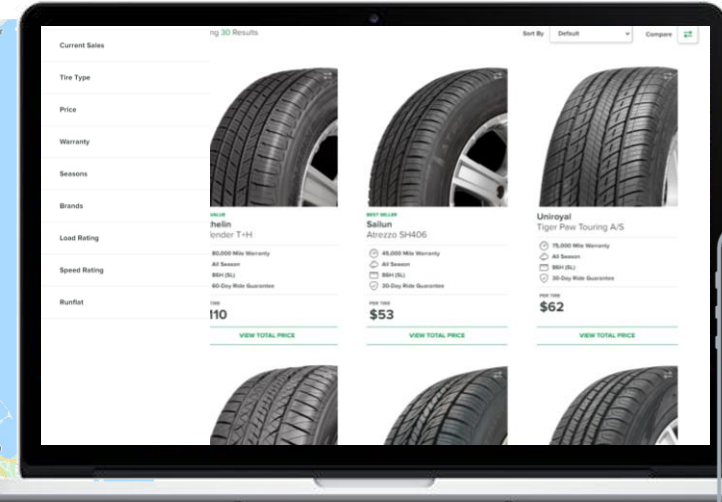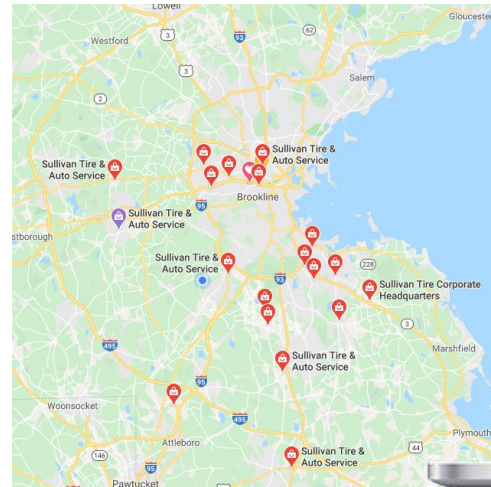
Integrated Retailer Support Campaign

Client's Challenge

Sullivan Tire & Auto Service came to Overdrive to increase the number of booked auto service appointments generated by their search and digital lead generation programs.

Program Components:

- Paid Search Management (SEM)
- Retargeting
- Campaign Tracking
- Phone Tracking
- Google My Business Optimization

See Full Case Study here

+21%
Paid Search Transactions

+43%
Return on Ad Spend

-71%
SEM Cost per Lead

Booked Appointments Campaign

Bright Horizons.

Client's Challenge
Needed to increase patient visits to select target locations.

Program Components:
- Geo Targeting
- Radius Targeting
- Diversified Ad Text
- Landing Page Optimization
- Full Funnel Attribution
- Offer Testing & Optimization
- Digital Out-of-Home
- Seasonal Budget Allocation
- Search Engine Optimization
- Location Based IP User Targeting

See Full Case Study *here*

+437%
Conversion Rate

+98%
Conversion Volume

-68%
Cost Per Enquiry

Booked Appointments Campaign
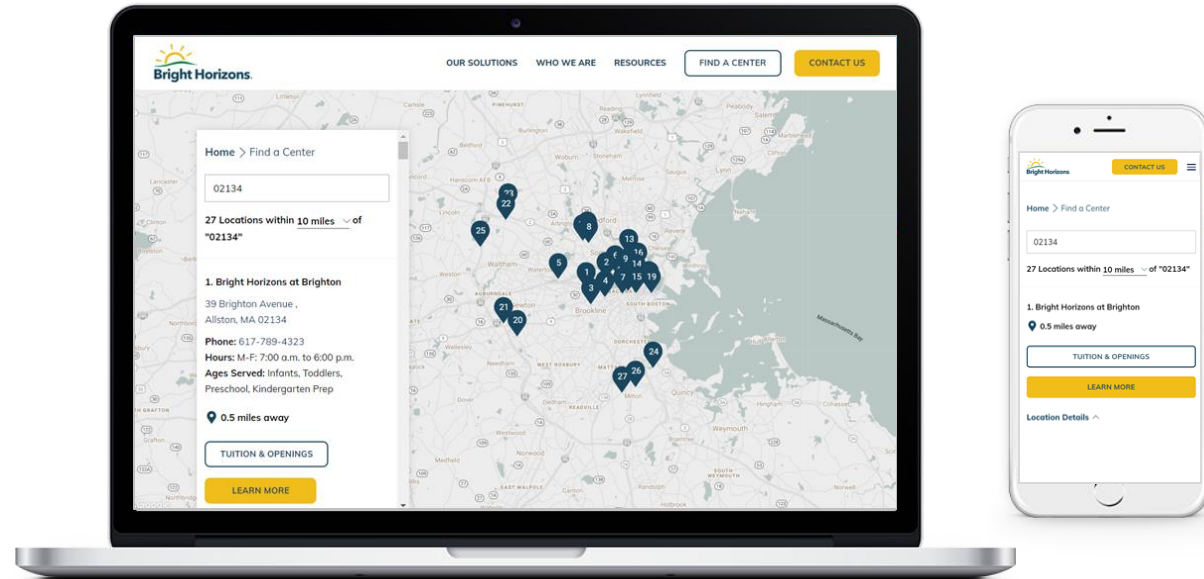
CareWell URGENT CARE

Client's Challenge
Needed to increase patient visits to select target locations.

Program Components:
- Geo Targeting
- Radius Targeting
- Diversified Ad Text
- Landing Page Optimization
- Full Funnel Attribution
- Offer Testing & Optimization
- Digital Out-of-Home
- Seasonal Budget Allocation
- Search Engine Optimization
- Location Based IP User Targeting

See Full Case Study here

+201%
Conversion Rate

-70%
Cost Per Visit

+195%
Organic Traffic

Booked Appointments Campaign
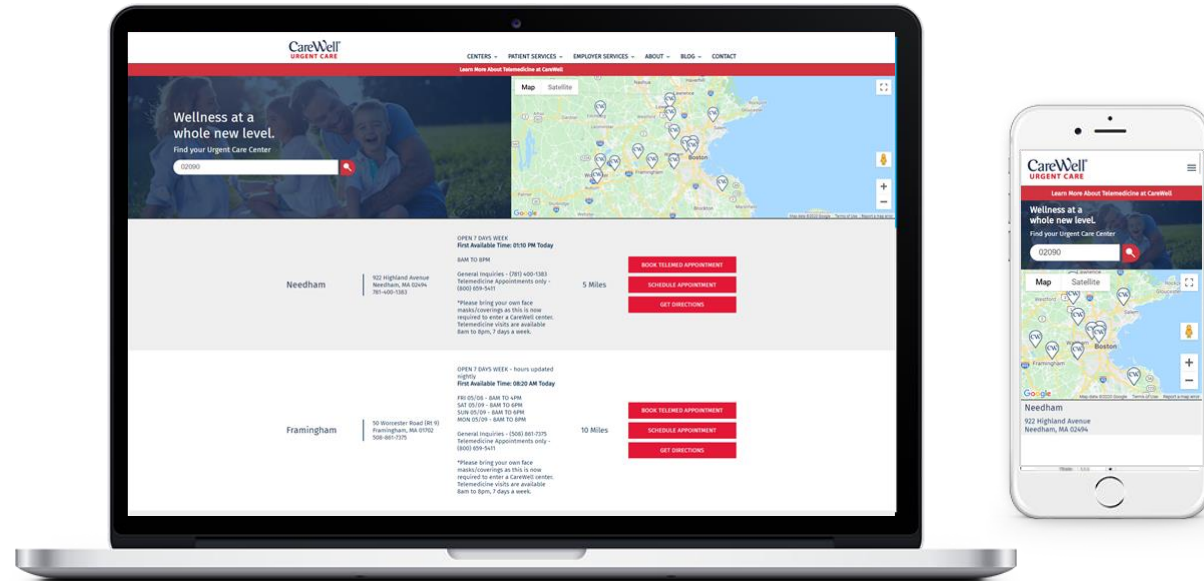

MD NOW URGENT CARE

Client's Challenge
Needed to increase patient visits to select target locations.

Program Components:
- Geo Targeting
- Radius Targeting
- Diversified Ad Text
- Landing Page Optimization
- Full Funnel Attribution
- Offer Testing & Optimization
- Seasonal Budget Allocation
- Location Based IP User Targeting

See FullCase Study here

+45%
Conversion Rate

-72%
Cost Per Visit
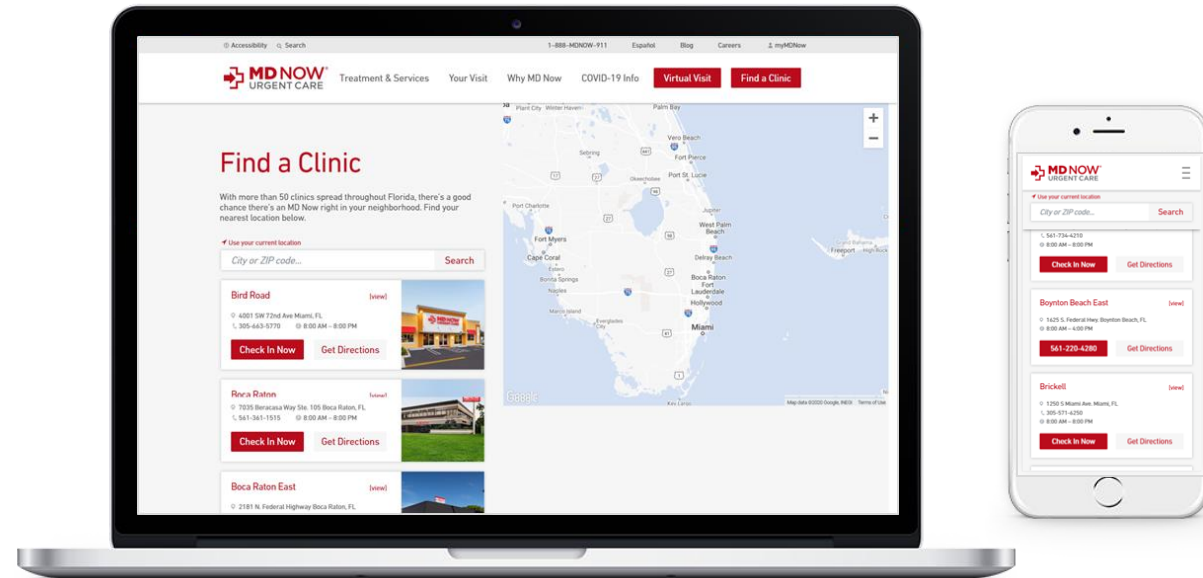
+18%
Check-Ins

Case Studies
Website Development

Website and Database Development
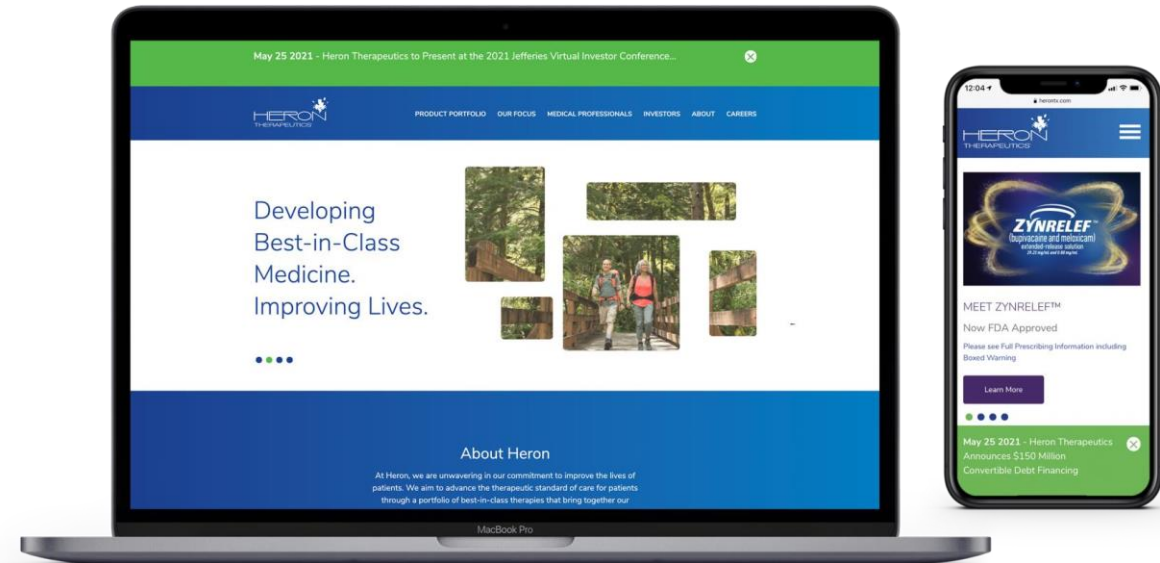

Client's Challenge

Heron Therapeutics needed a new website to promote a new pharmaceutical product pending FDA approval.

Overdrive was engaged in meeting the client's high-stakes requirements, designing and developing a website to meet the expectations of the marketplace, compliance regulations, investor community, and the target pharmacological community.

Program Components:

- Requirements mapping
- Third-party technology stack assessment and recommendations
- Design and copy development
- Search engine optimization
- Customer journey mapping and Conversion Optimization

See Full Case Study here

Overdrive rose to the mission-critical challenge to launch the site in time with the product launch of Zynrelef.

E-commerce Website Redesign

°Embr Wave

Client's Challenge
Embr Labs came to Overdrive looking for a redesign of their eCommerce website to optimize the site for conversions and the mobile experience. They also wanted a fresh, new design in a feminine-centric perspective that positioned them as the solution to hot flashes caused by Menopause.

Program Components:
- Customer Journey Mapping
- Requirements Mapping
- Site Architecture &Wireframes
- Third-Party Technology Stack Assessment & Recommendations
- Design and Copy development
- Search Engine Optimization

See Full Case Study here
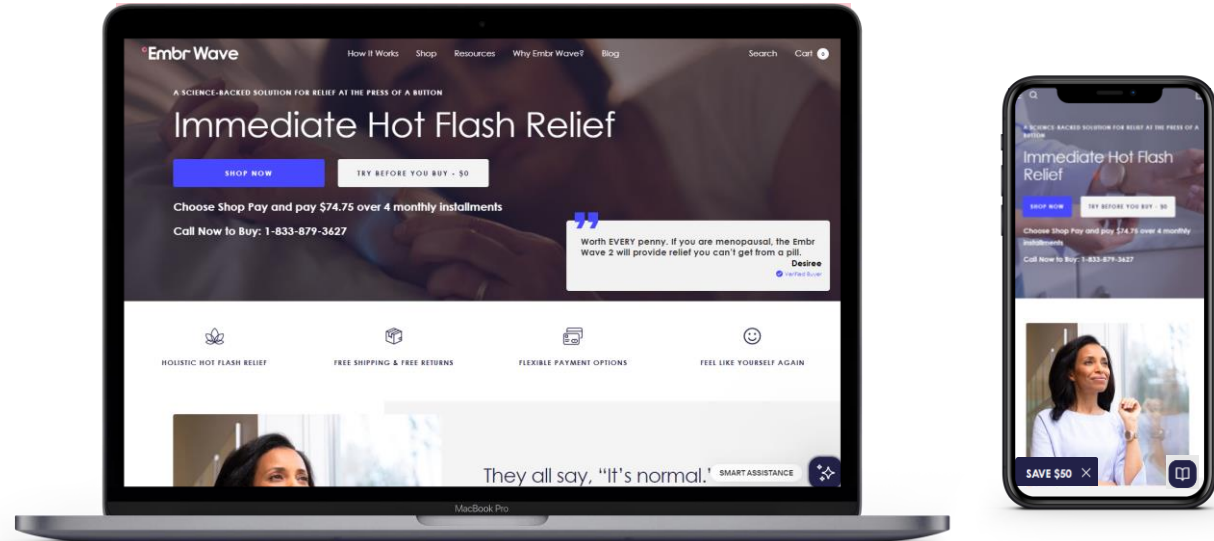
Overdrive rose to the mission-critical challenge to launch the site on time

Website and Database Development

ENG**I**NE

Client's Challenge

Expert Engine is a critical resource for management consulting firms, and law-seeking verified expert witnesses, expert consultants, and expert researchers.

Overdrive transformed the dated site functionality and design, building a responsive, SEO-compliant, high-converting website for Engine, with fully re-architected back-end databases and customer portal tools.

Program Components:

- Requirements mapping
- Technology stack assessment and recommendations
- Design and copy development
- Database migration and programming
- Search engine optimization
- Website traffic preservation and 301 mapping
- Customer journey mapping and conversion
- optimization

See Full Case Study here

+21%
**Monthly Organic
Search Traffic**

+300%
**Website
Conversion Rate**

+414%
**Total Site
Conversions**
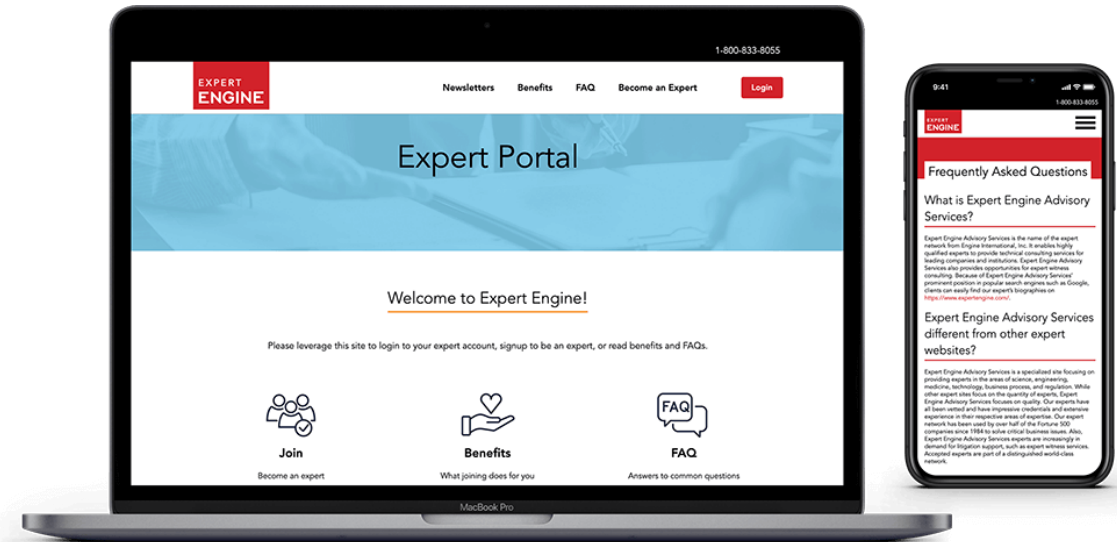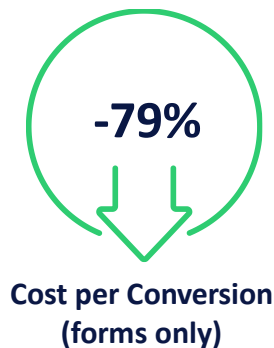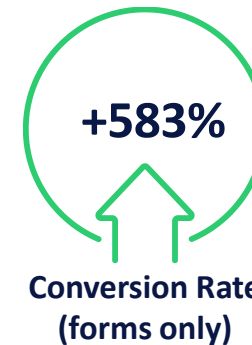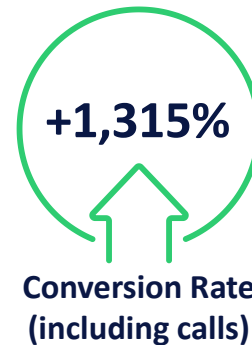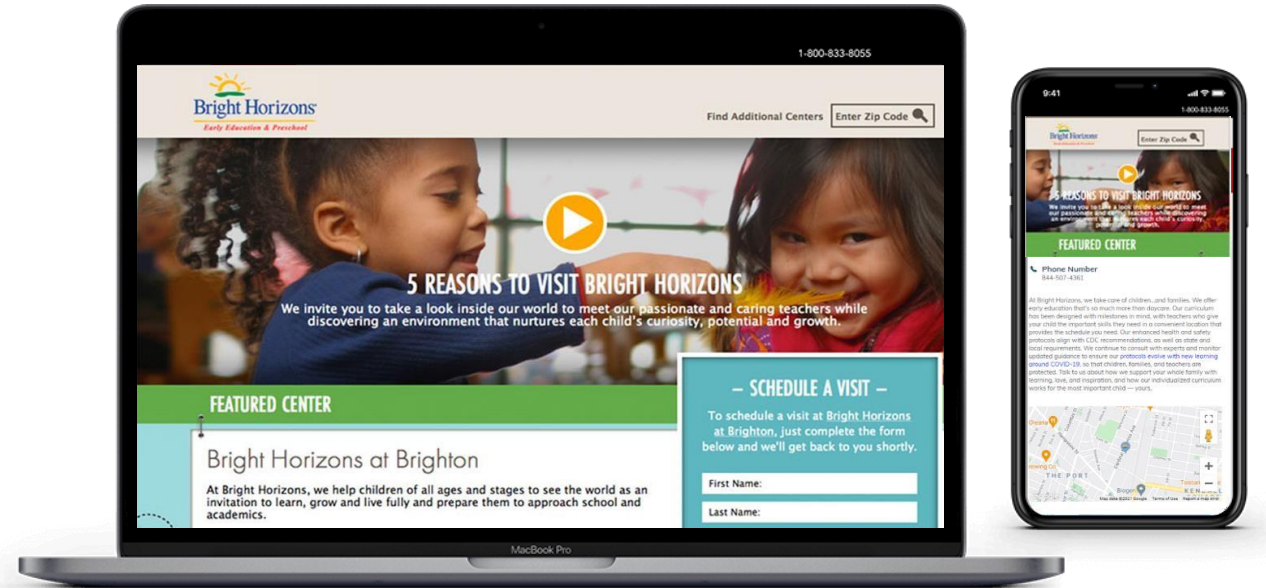
Location Specific Website Development

Client's Challenge

Bright Horizons, a leading child care and education company, was facing increasing competition and very complex noise due to seasonality, geography, and idle capacity.

Overdrive developed a location-specific microsite program that directly addressed the priorities and concerns of the target audience.

Program Components:
- Requirements Mapping
- Google Maps Integration
- Phone Tracking Implementation (lead inquires)
- Design and Copy Development
- Search Engine Optimization
- Customer Journey Mapping and Conversion optimization
- Ongoing A/B testing

+1,315%
Conversion Rate
(including calls)

+583%
Conversion Rate
(forms only)

-79%
Cost per Conversion
(forms only)

Location Specific Website Development

Client's Challenge

Physician's Post-Grad Press needed a fully redesigned and upgraded website to meet the high standards and expectations of advertisers, sponsors, and especially the medical community of subscribers.

Overdrive fully upgraded the client's requirements, setting a pragmatic and scalable vision for the new platform. The agency migrated the client's enterprise-level digital offering onto a modern platform that is highly scalable and customizable. The new site greatly improved the user experience and made it more attractive to prospective advertisers.

Program Components:

- Requirements Mapping
- Technology Stack Strategy and Implementation
- Design and Copy Development
- Search Engine Optimization (SEO)
- Customer Journey Mapping
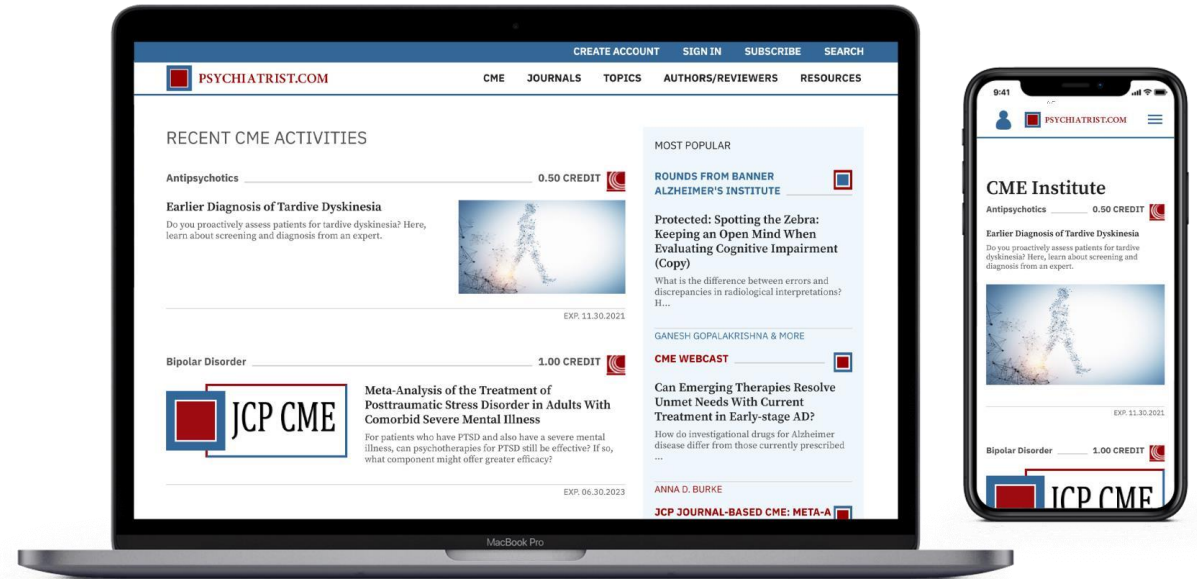
The just-launched site greatly improves the user experience of over 100,000 physicians, while also making it more attractive to prospective advertisers and sponsors.

# Website Design and Development

Client's Challenge

Briza needed a website and campaign creative that positioned them as a category leader in API technology for commercial insurance, and they needed it quickly in time for their upcoming tradeshow season. They came to Overdrive for a refreshed look and feel that moved away from their old site design, which reflected an old D2C type SaaS product and customer set they no longer served.

Program Components:

- UI/UX Strategy Implementation
- Responsive Web Design
- Web Development
- MarTech Integration
- Content Development
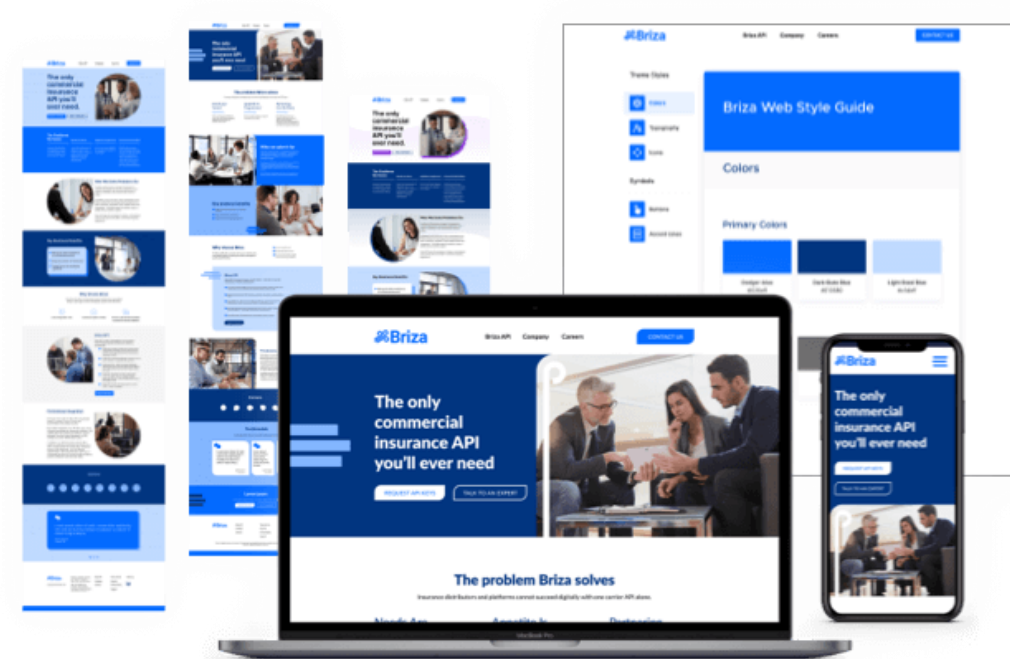
The just-launched successfully on time and on budget.

Explore Overdrive Interactive

Overdrive is Passionate About Your Success!

Discover how Overdrive Interactive helps companies grow their online revenue and branding channels through programs that make real connections with their target audiences.

At Overdrive Interactive, measurable success is our life and our passion. Overdrive Interactive is for clients who want performance right now. Clients who want programs that drive sales today while also building value and brand awareness for tomorrow. Clients who don't just want to survive in today's competitive online business climate, but want to truly innovate, transform, and thrive. Clients who want to leave the fluff in a jar and focus their efforts and investments on digital marketing that drives real and measurable ROI.

Arm yourself and your teams with these valuable resources from our Knowledge Center!

Crafting the Customer Journey	**Always-On Account-Based Marketing**	**Demand Gen Ops Map**	**Ultimate SEO Dashboard for CMOs**	**Overdrive University**
ACCESS NOW	ACCESS NOW	ACCESS NOW	ACCESS NOW	ACCESS NOW

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Contact

BOOK A CALL

Ready to move the needle? Schedule a no obligation call and we'll give you some actionable insights to accelerate your marketing campaigns.

Book Now 📅

What Our Clients Say

"Overdrive gave us access to information we never had before and it drove real, actionable results."

"Overdrive has delivered results at, or above goal, on just about everything."

"The beauty of working with Overdrive, is their passion for performance and an expertise that has helped us take our programs to the next level."

"Overdrive is always thinking ahead. They're a true extension of our team."

OVERDRIVE INTERACTIVE

...And Then What?

Contact us for more details on how we can help you achieve your goals.

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