



STRATEGY + EXECUTION = GROWTH

Client
Success
Stories



Company

Rybbon Inc.

Rybbon is a digital platform for global delivery of digital gift cards and virtual Visa/MasterCard by email.

Rybbon e-gift card, incentives, and rewards programs are used by sales and marketing teams for both their customers and employees.



Rybbon Inc. (A Blackhawk Network)

High-Growth SaaS Startup Success

CHALLENGES

- As a VC funded startup, Rybbon wanted to accelerate their growth quickly.
- Without an internal marketing team, Rybbon needed an agency that could execute and be responsible for overall project management of all pieces of multiple multi-channel campaigns, partner marketing campaigns and setting up a referral partner program.
- Rybbon needed an agency with Marketo expertise that could handle complex workflows and tech stack.
- Rybbon's goals included increasing lead generation of qualified leads, conversions, and brand awareness, particularly in the partner ecosystem.

SOLUTION

- Because Rybbon's CEO was a 20 year marketing veteran with enterprise CMO experience, we were able to bypass the initial research phase and go to market strategy, as he had that completed.
- We were able to immediately create and launch the multi-channel campaigns at a rate of 1-2 per month (creating SEO-optimized content, publishing via social media, online PR, guest blogging, etc.)
- We managed and executed on all partner events (Qualtrics, TMRE, etc.) from booth design, promo campaigns, to having a person work the booth.
- We also did a full SEO audit and begin optimizing the site for search. In addition, we did a CRO audit of the website and workflows and made changes to improve the conversion rate.
- The PPC was originally with another agency, we took that over about 6-12 months into the relationship.

Rybbon Inc. (A Blackhawk Network)

High-Growth SaaS Startup Success

SUCCESS

- Within the first eight months, Rybbon realized an increase in leads of over 265%.
- In the first year, 25 of Rybbon's goal keywords ranked in the Top 10, 38 keywords in the Top 20.
- Rybbon was acquired by Blackhawk Network in August of 2021.

TESTIMONIAL

"Ariad helped us successfully execute our campaigns. The team is responsive, collaborative and always comes with a can-do attitude. A key benefit for us has been that we get on-demand access to a variety of marketing specialists."

- Jignesh Shah, Co-Founder & CEO

www.rybbon.net

Company

Acuity Business Solution

Providing Deltek and Business Management Solutions to Architects, Engineers, and project-based firms.

Acuity helped project-based businesses such as A/E/C, Government Contractors, and Professional Services firms win business, and manage their organization, helping hundreds of organizations reduce costs and increase their profitability.



Acuity Business Solutions

Growth & Productivity

CHALLENGES

- Acuity was struggling to reach \$10MM in growth.
- The company needed to significantly increase the number and quality of leads.
- Acuity needed to develop and implement sales and marketing processes and technology.

SOLUTION

- After completing the research and strategy development, we assumed management of their marketing and inside sales team.
- We implemented HubSpot, and executed an inbound marketing strategy that included social media, SEO, content offers and blogging.
- Our development team rebuilt the website on HubSpot CMS and integrated their sales and marketing processes.

Acuity Business Solution

Growth & Productivity

SUCCESS

- 300% increase in leads within first six months of implementing new inbound marketing strategy
- Increased revenue 25% in one year (double planned target)
- 700% increase in website traffic in first year
- 173% increase in conversion rate
- Improved client satisfaction
- Improved team productivity and communication
- Reduction in turnover
- Improvement in accountability as measured by management feedback and key performance metrics
- Acuity Business Solutions was bought by Stambaugh Ness in September of 2014.

TESTIMONIAL

"Ariad Partners has taken our firm to the next level!"

- Jessica Cheri, Marketing Administrator

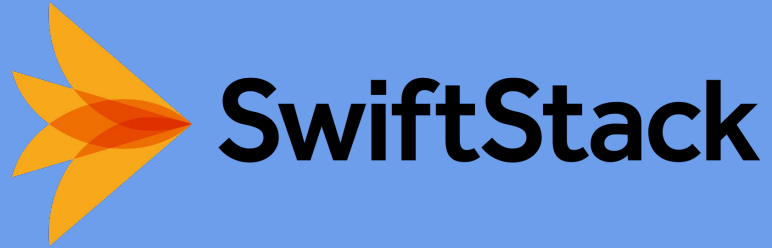
www.stambaughness.com

Company

Swiftstack

SwiftStack is a leading provider of data storage and management solutions.

SwiftStack's data platform enables its customers to store, manage, control, and utilize many petabytes of unstructured data from edge to core to cloud.



SwiftStack

Ramping up a Startup's Growth

CHALLENGES

- SwiftStack needed to quickly generate leads.
- They needed to ramp up fast with an inbound marketing program and integrate its infrastructure, specifically HubSpot marketing automation and Salesforce.com CRM.
- As a start up, they didn't have the bandwidth or knowledge base to execute marketing strategies in house.

SOLUTION

- Serving as SwiftStack's outsourced marketing team, we worked directly with the Vice President of Marketing to manage and execute their inbound marketing strategy.
- We quickly implemented HubSpot, integrated it with Salesforce.com and began executing campaigns involving email marketing, content marketing, social media, SEO and blogging.
- We redesigned their blog and built custom functionality and integrations to HubSpot and Salesforce.com, including a PRM solution.

SmartStack

Ramping up a Startup's Growth

SUCCESS

- Traffic increased from 782 visits per month to 20,857 in less than 18 months.
- Leads went from 0 per month to 408 per month in just over a year.
- 1,270% increase in conversion rate.
- Doubled the inside sales and outside sales team in less than one year.
- Raised \$16MM Series B funding six months after starting the program, more than double their initial funding.

TESTIMONIAL

"Ariad Partners, was a valuable addition to our Marketing team."

- Beatriz Almeida, Marketing Manager

www.smartstack.com

Bright Apps

Marketing Support

CHALLENGES

- As a technical company, Bright Apps did not have much marketing knowledge in-house. They were looking for an agency partner that was knowledgeable in both the technology (B2B) and government space (B2G).
- They needed to generate brand awareness and were concerned with their websites overall design and lack of conversions.

SOLUTION

- Ariad completed a full SEO audit and BrightApps' Inbound Marketing Strategy.
- Ariad designed BrightApps logo and SEO-optimized, mobile responsive website.
- We implemented a complete inbound marketing campaign consisting of targeted, appealing content offers, educational blog posts, SEO, and social media.
- We implemented an Account Based Marketing plan specific to their agency and buying persona targets.

Company

Bright Apps

Bright Apps develops custom, end-to-end software solutions for clients.

They have worked with fortune 500 companies, startups, the U. S. government, as well as continue to seek out innovative partnerships.



Bright Apps

Marketing Support

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Bright Apps

Marketing Support

SUCCESS

- 579% increase in organic traffic.
- 127% increase in leads generated.
- 150% increase in new opportunities.
- BrightApps has grown their B2G business by ~500% and their B2B business by a similar amount.
- They have introduced new partnerships and brought new products to market.

TESTIMONIAL

"Ariad Partners provides invaluable insight into marketing that will transform your business."

- Carolyn Trinta, Head of Marketing

www.brightappsllc.com

Company

Cadmus

Since 1983, Cadmus has helped government, nonprofit, and commercial clients address complex challenges in the environmental science, energy, social marketing, and policy sectors.

CADMUS

Cadmus

Branding Refresh & HubSpot Optimization

CHALLENGES

- Cadmus Group was looking for ongoing marketing and sales support to improve their conversion rates (getting more leads and opportunities) and Account Based Marketing (ABM) efforts.
- Cadmus wanted to increase their online visibility in the government sector as well as improve offline business development efforts.
- Cadmus also needed visibility to increase their reach to attract talent.
- Finally, Cadmus needed assistance with HubSpot and WordPress development and integration.

SOLUTION

- The Ariad team developed a deep understanding of their target market, assets and goals and designed a strategy to increase brand awareness, improve business development efforts and meet their talent acquisition goals.
- Ariad implemented an SEO strategy and published content that spoke to the Cadmus team, their prospects, and future recruitment opportunities.
- We implemented numerous process improvements in both the marketing and business development that lead to increases in leads generated and opportunities pursued.

Cadmus

Branding Refresh & HubSpot Optimization

SUCCESS

- Organic search results improved **157%** Year over year.
- Landing page conversion rate increased 39%.
- Lead to Opportunity conversion rate increased 92%.
- Lead leakage decreased 83%.
- Improved and automated management and executive reporting.

TESTIMONIAL

"Ariad Partners is amazing. They really go above & beyond. The team was integral in supporting our brand refresh and overall HubSpot integration. I highly recommend this agency."

- Kathleen Humphrey, Director of Marketing

www.cadmusgroup.com

Company

Federal News Network

Federal News Network covers the latest issues and breaking stories within the U.S. government that affects federal employees and our communities.



Federal News Network

Data Clean up & CRM Optimization

CHALLENGES

- FNR was struggling to manage large datasets across multiple databases.
- Outdated and inconsistent data rendered it ineffective for segmenting and targeting, which was vital to FNR reaching their goals.
- In addition, FNR did not have the internal resources or knowledge to optimize their marketing automation and email platforms, negatively impacting the ROI.

SOLUTION

- Ariad Partners implemented a data management and conversion rate optimization strategy including data clean up, data analysis, data integration and data marketing.
- Ariad closed gaps in their martech platforms, adding custom fields, workflow, integrations and improved segmentation for better targeting, reporting and analytics.
- Ariad conducted audits of their email and landing pages to assist their internal team to improve conversion rates.

Federal News Network

Data Clean up & CRM Optimization

SUCCESS

- FNR realized tens of thousands of valuable contacts hiding in their datasets.
- FNR was able to better target their marketing campaigns to improve conversion rates.
- FNR significantly reduced their marketing costs through integrations which allowed them to bring some processes in-house that were previously outsourced.
- With the improved data quality, processes, and reporting, FNR was able to and continue to hit their annual targets.

TESTIMONIAL

"Ariad Partners understands the challenges faced by a company with multiple silos of data and an active, agile marketing team. Their expertise helped us hit our annual targets."

- Jeffrey Wolinsky Director of Federal Sales

www.smartstack.com

Insert (Your Company Name)



Ready to increase leads and generate more revenue for your business?

Contact our team to learn more about how we can help.

- [Schedule a Meeting](#)
- [Send Us a Message](#)

Thank you.
