



# Velentium | Enhancing Digital Presence Through Targeted Marketing

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## CHALLENGE

Velentium is a medical device engineering firm specializing in cybersecurity and FDA-compliant designs, uniquely integrating safety and innovation to accelerate product development. After successful [public relations](#) efforts in the past, Velentium expanded its engagement with Pierpont to enhance its online presence in the healthcare and technology sectors.

## OBJECTIVE

Recognizing Velentium's desire for increased lead generation, Pierpont mapped out a plan to increase website traffic and grow their digital presence by performing in-depth digital audits and launching targeted online ad campaigns.

## APPROACH

Pierpont utilized different [digital strategies](#) and platforms to increase visibility and awareness for Velentium. We launched Google Ads campaigns, optimized ad landing pages to improve ad quality and user experience, and strategically chose search keyword phrases to drive impressions and click-through rates.

## RESULTS

After paid campaigns were enabled, website traffic increased by 57.4%. Velentium's overall click-through rate was above the industry average, which represents success compared to competitors in the same sector. The keywords chosen by our team resulted in an increase in overall impressions.

## 10K

Online Ad Impressions

## 5.22

CTR (%)

**57.4**

Increase in Website Traffic (%)

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