

2020 CASE STUDY

Establishing the Bigabid Brand

Bigabid's mobile DSP helps app developers reach users with the greatest engagement potential.



Step 01. Creating a strategy

At the end of 2019 (the onset of our cooperation), we devised a strategy based on a deeper understanding of Bigabid's existing assets, market differentiation, vision, values, priorities and more. The process concluded with a road map of messaging, marketing avenues and KPIs.

Step 02. Executing the strategy

Updating the marketing collateral

Building the basic assets that reflect Bigabid's unique value proposition (Designer Keren Zoref)

Landing page

An optimized gateway to Bigabid (with paid campaigns in mind)

Study cases

Success stories that proves Bigabid's promise

Sales deck

Blog posts

Conferences

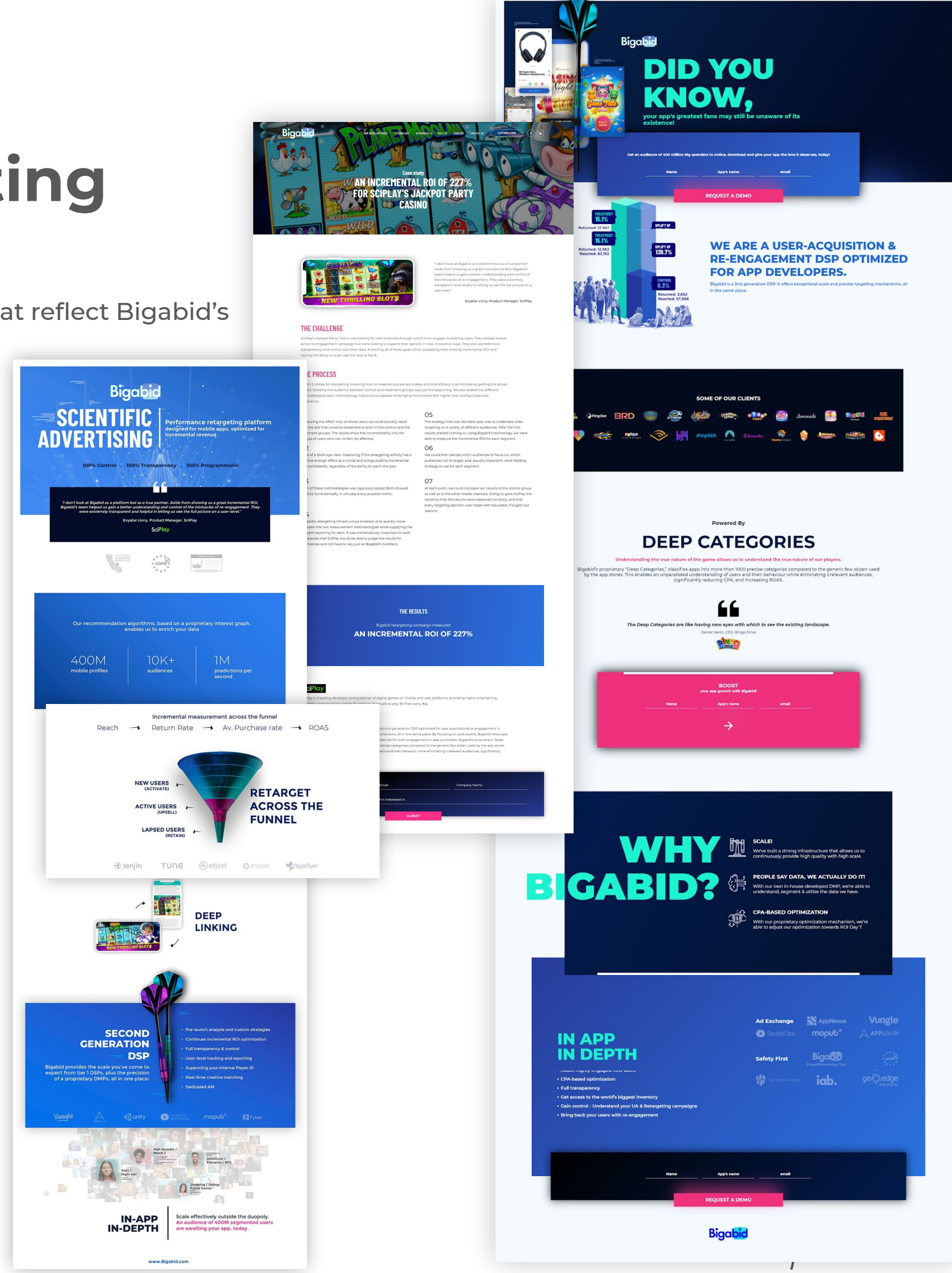
Landscape map

Videos

Award nominations

White papers

And more...



Operating the day-to-day activity

Social activity

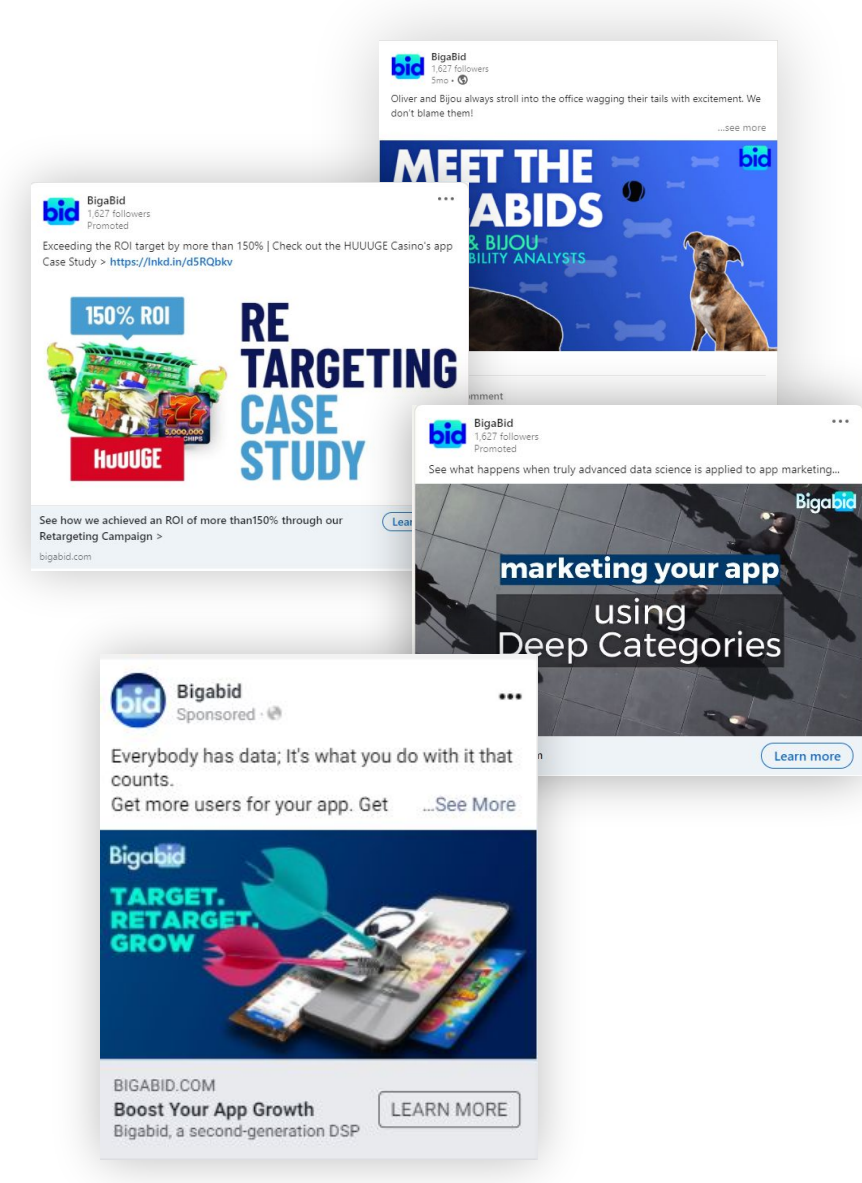
Maintaining an ongoing dialogue with a growing community (Social media management: loud and clear agency)

Performance

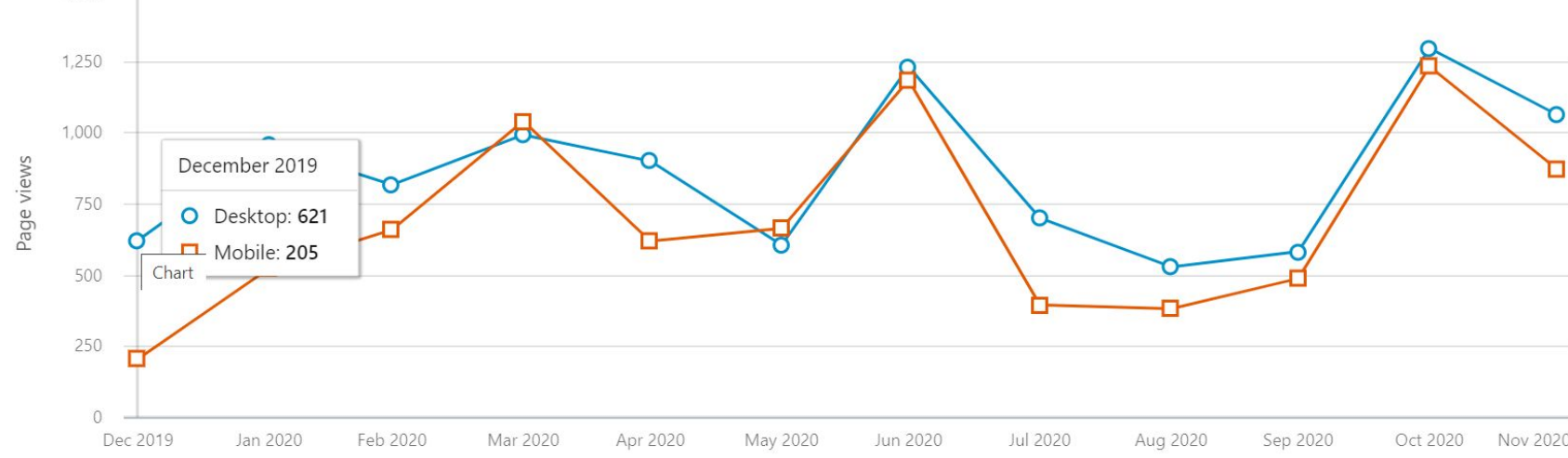
A sponsored activity to ensure our messaging meets our targeted audience of potential and existing clients

Newsletter

A monthly update sent to existing clients, potential ones, and investors

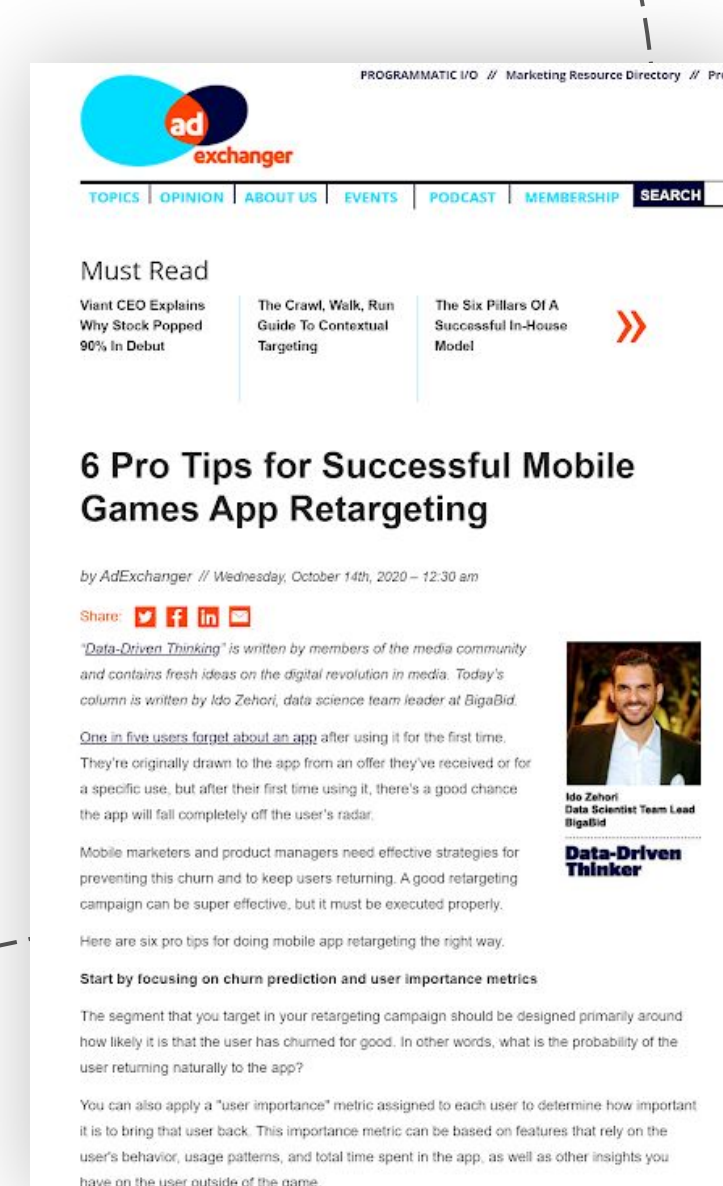


As our community grew...



Bigabid started getting attention in industry publications

Press and Analyst Relations Agency: Level PR

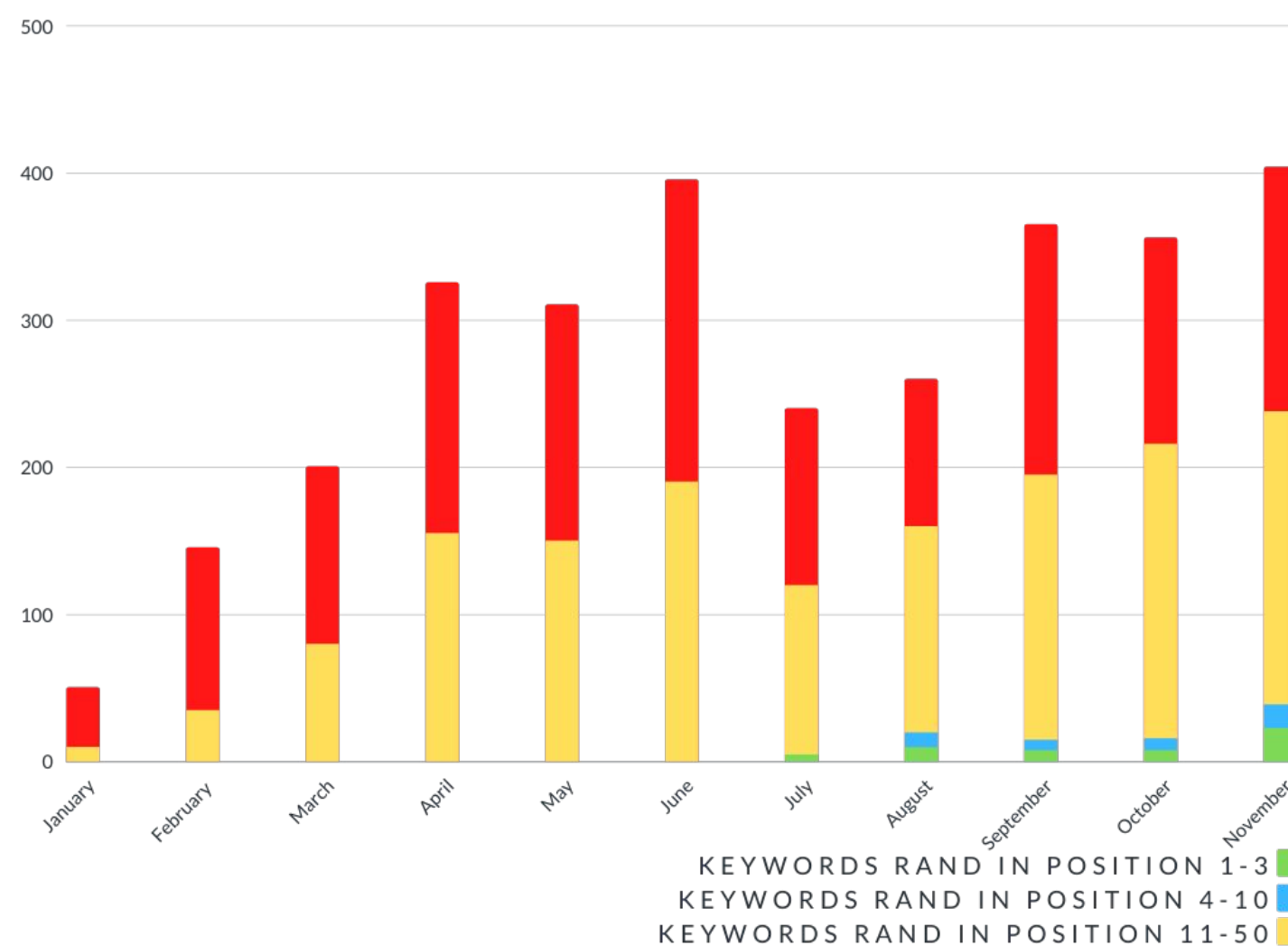


The daily outbound work Created inbound traffic

SEO

A key avenue of getting organic traffic to the website. A major asset for the company.

By the end of the year, there were 23 important keywords ranked in places 1-3 on Google, starting from none! And 16 more keywords ranked from 4-10.



The results:

In 2020, Bigabid tripled its client base.

And its brand was included in the coveted "2020 Programmatic Power Players" chosen by AdExchanger - the top industry magazine.

Bigabid THE 2020 PROGRAMMATIC POWER PLAYERS

A Definitive List Of The Top Agencies And Strategic Partners

PRESENTED BY



"Through creativity, know-how and diligence, RAVNER makes the most out of a marketing budget. But their contribution amounts to more than just impressive ROI. 2020 was a challenging year, which required the company to excel under difficult conditions. Daniel and his team were first to go the extra mile needed to make this year a success. Though theirs is an outsourced model, they feel in-house, a genuine part of the team."

Ido Raz, Founder and President, Bigabid



We are an award-winning agency that provides international marketing services for startups and SMBs through a unique outsourced marketing department model.