



Newman
Digital
Strategies

TECHNOLOGY
SOLUTIONS

SERVICES TO STRENGTHEN YOUR BUSINESS

SIKICH LLP

Sikich LLP is a global company specializing in technology-enabled professional services. Sikich offers a formula of professional services uniquely crafted to address your business's challenges and opportunities.



PROBLEM

- A lag in conversions as digital advertising strategy, corporate communication, and agency education grew stale.

STRATEGY

- Optimize digital advertising:
 - Google Search, Google Display, Youtube, Bing & LinkedIn
- Daily analysis to determine when and where to push and pull budget from each platform and campaign.

RESULTS

(JAN 2022-JUNE 2022) YOY

- Increased Bing conversions by 93.5%
- Increased LinkedIn conversions by 370%
- Increased impressions, clicks, and conversions across the board while decreasing cost per click.

Overall Advertising Performance
(January 2022-June 2022) YOY

- **8.2M+ Ad Impressions** ▲ 72.3%
- **45K+ Clicks** ▲ 57.8%
- **465 Conversions** ▲ 13.7%
- **Cost per Click** ▼ 14.4%

SIKICH: THE TECHNOLOGY



NDS

We Give You The Ultimate Digital Advantage