

# TECHNOLOGY: SIKICH: A STRONG PARTNER



## 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.

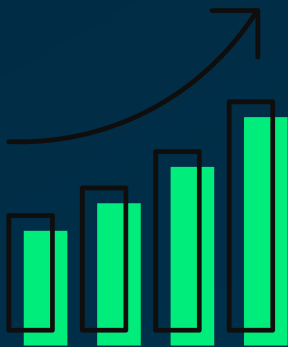
## STRATEGY

- 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 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 YOY

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