

Gain a better understanding of results and lead behaviour



Coda can provide customised links and URLs for products and services, redirecting users to specially-created, dedicated campaign landing pages. In addition to looking more professional, these links can provide important tracking information that reveals what campaign materials have led the prospect to engage with the content.

Get more recognisable website links

- ✓ Short, shareable URLs
- ✓ Stronger brand identity
- ✓ Easy, low-cost set-up

Capture and track user data more easily

- ✓ Automate data collection
- ✓ Monitor link engagement
- ✓ Improve testing processes

More data = better leads. Contact us today.

+44 (0)1202 721169 | chris@codacomms.com | codacomms.com

Our process

A trusted process, delivered on time - how we work on and what you can expect from your data tracking:

1 Understand your needs

We work with you to identify the information you need to collect, what data you need to track, and what it will be used for.



2 Additional data email

We can set up automated emails to welcome newly signed-up prospects and collect further information from them, speeding up lead validation and keeping them engaged.



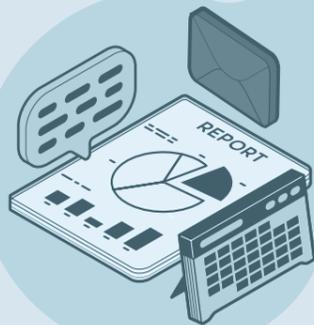
3 Custom URLs

We create short, personalised links that not only look more professional and on-brand, but also allow for easy data capture and tracking.



4 Data collection and reporting

The URLs allow Coda to track where web traffic is coming from, gauging the success of emails, magazines and other campaigns in sending users to the website.



To make a measurable difference to your data lead recommendations, we **deploy, analyse, iterate.**

Case study

Trusted partner

Our client wanted to gain a better understanding of where web traffic was coming from and which marketing materials were most successful at generating that traffic.



Assessing the materials

Our first task was to look at the campaign materials and see what was driving prospects to the website. This included creating target emails to support the campaign.

Creating custom links

To facilitate tracking more effectively, we set up a dedicated landing page, then created custom links that identified the source (emails, publications, etc.). These were then shortened for ease of use and neatness.



Tracking URL data

The custom URLs allowed data to be collected identifying which links visitors to the landing page had followed, giving information about the most successful campaign materials.

Applying data for improvement

Tracked data was used to optimise marketing materials for future campaigns. We were able to identify the most successful ways to bringing visitors to the website, and to discover which were most readily converted to solid leads.

Analysing and reporting

Once the campaign was over, we examined the data to determine the most successful routes leading users to the website, and reported back to the client. This could have been assessed during the campaign, allowing for adjustments to be made, if required by the client.

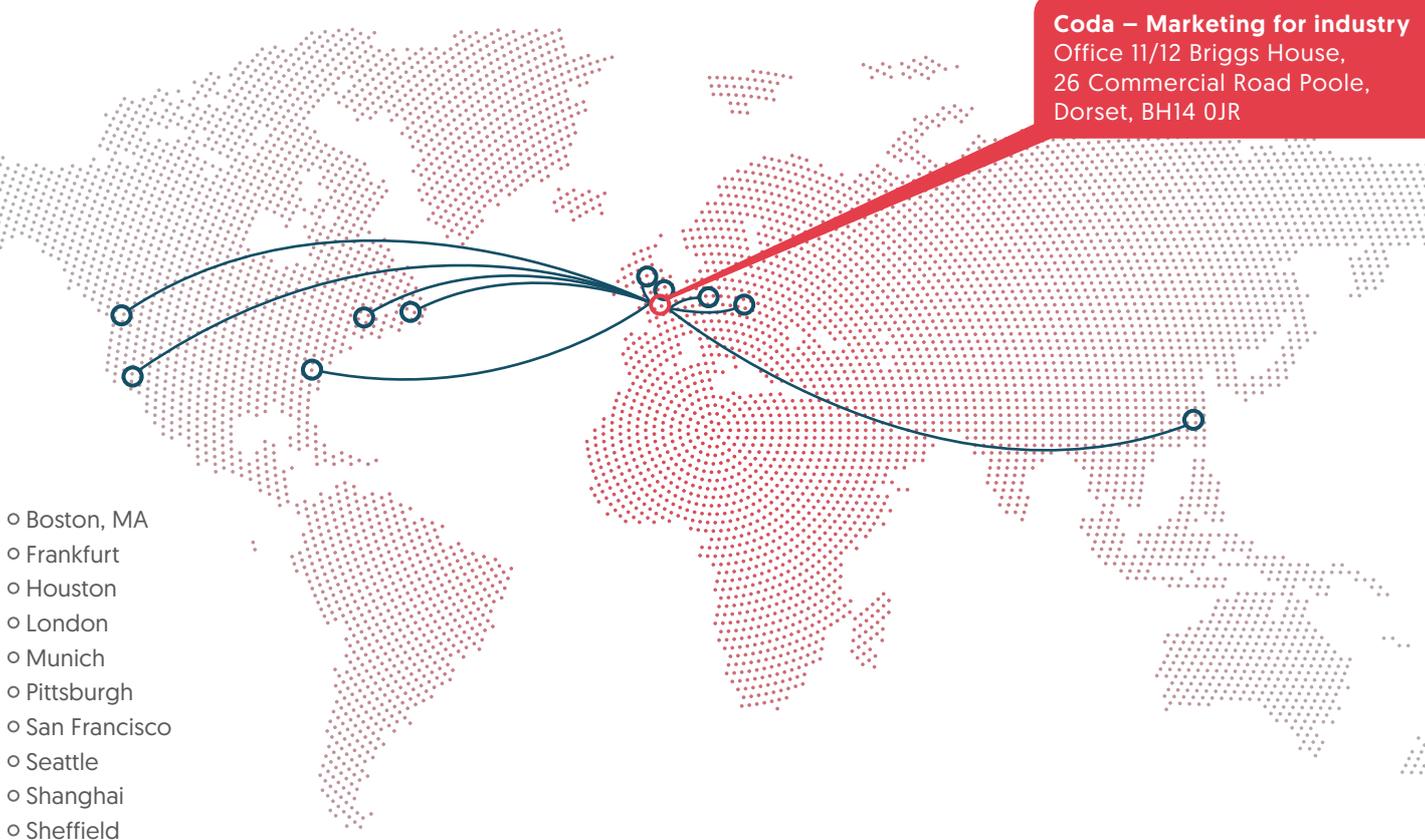
What you get...

- Shorter, professional-looking URLs
- Links that are easier to share
- A better understanding of sales lead behaviour
- Automated data collection from emails
- Sophisticated tracking solutions
- Data analysis that helps optimise your marketing materials

...and who we are

- Full-time, integrated team
- An agency that understands the unique challenges of industrial B2B marketing
- Experienced account management team
- Dedicated teams for:
 - content creation
 - design
 - digital
 - PR & social

Supporting industrial businesses worldwide



More data = better leads. Contact us today.

+44 (0)1202 721169 | chris@codacomms.com | codacomms.com