



CHALLENGE

Legrand | AV is a leading provider of mounts, racks, video conferencing, home theater, screens, connectivity, and display solutions that enable amazing audiovisual experiences.



An increasing shift to hybrid learning made higher education a must-win market for the Legrand | AV launch of the Vaddio IntelliSHOT® camera. The camera made video collaboration and streaming classes easy, because it enabled an ideal setup for learning within large spaces like lecture halls. Legrand needed to quickly create awareness of the new camera among decision-makers in higher education.

SOLUTION

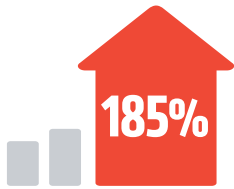
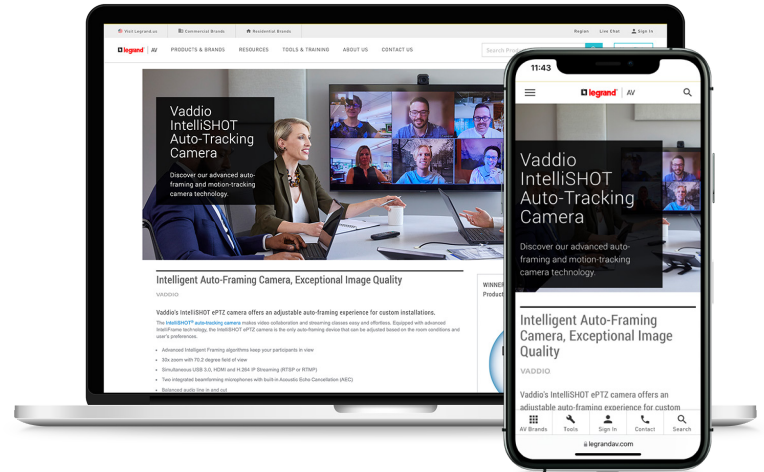
Two Rivers Marketing devised a two-pronged strategy to create product awareness: an integrated paid media campaign and organic search. To improve organic SEO rankings, Two Rivers conducted keyword research and completed an audit of the IntelliSHOT landing page. This effort informed page performance optimizations focused on content, metadata, and site structure to improve the user experience and increase conversions.

Two Rivers also worked with Vaddio to define audience targeting criteria for a three-month digital media campaign. Campaign tactics included a strategic mix of Google Responsive Display ads, Gmail ads, and search engine marketing. Each tactic was weighted against the objectives, budget, and expected KPIs.

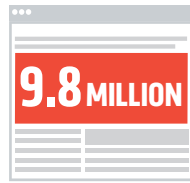


RESULTS

Site improvements boosted organic page performance on search engines, while paid media tactics drove significant audience engagement. The Domain Authority increased from 24 to 28, and the paid campaign exceeded the page traffic goal by 185% thanks to high click-through rates. Once on the page, visitors were highly engaged, spending an average of 4:17 on the site per session. With these results in hand, Legrand decided to capitalize on the momentum and extend the campaign.



CLICKS ABOVE GOAL



CAMPAIGN IMPRESSIONS