

Providing effective solutions to your consumer data problems

Cohort Global is Australia's leading online lead generation company. With their clients' continued success, Cohort has enjoyed rapid expansion and recently opened a UK office in London. Using proprietary technology, combined with good old fashioned service, Cohort has been at the forefront of digital marketing and targets to be the benchmark for lead generation and consent marketing.

The Challenge

Cohort wanted to partner with an outsourcing company to create mobile friendly websites to support their lead generation initiatives online. The hurdles were:

- Expertise in cross browser and mobile browser compatibility with keen eye for responsiveness in the user experience.
- Tight deadline of 6-8 weeks prior to launch.

Our Solution

- Project manage the whole engagement from conceptualisation to live.
- Assign a technical team including an experienced project manager to oversee the development.
- Maintain system and server support for any issues that might arise.

The Result

- Delivered 4 different mobile friendly websites on time and on budget that are fine-tuned and compressed to handle high volume traffic.
- Provided automated daily reports on usage based on device type, browser type giving valuable audience insight.
- Client hands free with all technical items including server configuration, administration and system support.