



With over 40 years in the field of real estate predictive analytics, Intalytics' leadership was well known as trusted partners to top brands. But, as Intalytics branched out into marketing analytics, the time came for the company to ramp up their marketing efforts.

When Intalytics hired, for the first time, a Director of Marketing in 2017, they used minimal digital marketing. That's when the Director turned to 98toGo for the strategy support needed to update the company's online presence.

*"I felt an **instant rapport with Addison** and that he had a genuine interest in making it work. He was **understanding and flexible** enough to go on that journey with us."*

Kelly Sims - Director of Marketing at Intalytics

CASE STUDY

Strategic Success: Intalytics



As a one-person department, the new Marketing Director had a lot of the skills necessary to do the job, but lacked time. A former colleague recommended 98toGo. When she first met with Addison from 98toGo, her company was in the process of building its first-ever marketing budget and a new website. From there, 98toGo was brought on to create a marketing Strategy Document to serve as the foundation for current and future marketing endeavors.

Based on the initial guidance she received from 98toGo, the Marketing Director has a laser-focused strategy which allows her to do the vast majority of the content development.

"98toGo gave me the foundation to build the marketing department into what it is today. The Strategy Document gives me a home to come back to."

HOW WE HELPED

With the marketing department's newly increased capacity, the results speak for themselves:

- Website traffic has almost doubled, and 80% of the visitors are new.
- The new email campaigns have led to an increase in qualified leads and successful conversions.
- And the Marketing Director has the time, capacity, and a blueprint to focus on their continued growth.

"98toGo has become a strong partner for our organization which allows us to focus more on developing content and less on day-to-day management of marketing."

Company Name: 98togo

Address: 279 West Crogan St Lawrenceville GA 30046

Type Of Business: Creative Marketing Agency

Services SEO, Strategy, Content Creation, Marketing