



BFS



PIE ANALYSIS  
THE DIGITAL FUTURE





# WELCOME!

---

We have been on an awesome journey of personal development. We have deliberated with the masters of industry talked to likes of the heads of Google, Bing & Amazon. We have spent tireless hours studying the nuances that change industries. We have spent 1000s of hours in RND looking at a multitude of factors that impact all aspects of our service offerings. We have teamed up with numerous government agencies, tech companies and business development groups to prepare for the changes that are happening and will be happening in the online space.

This level of development has strengthened Pie Analysis to adapt its already dynamic approach to digital marketing. We have tested our theories in micro lab scenarios and are confident with the results.

Our team have all been headhunted according to specialisms and practical industry experience. This scientific and balanced approach has created customer delight with our clients & that is the whole purpose. To create a long term relationship that is clear & trusted.

We have purposefully stitched all our expertise and professional development of manufacturing, CPD, Teaching Counselling, Product development and Design into holistic packages that can systematically be translated into packages that suite all our clientele.

The finest eloquence is that which gets things done.

Please feel free to call or drop by to discuss any queries.

**Many thanks**  
**Pie Analysis Management**

---

Pie Analysis is a full-service Digital Marketing Agency specialising in Digital Marketing, Influencer Marketing, Training & Development.



BEYONCÉ

The O<sub>2</sub> arena

## OUR EXPERIENCE



YOUR DIGITAL FUTURE.





# VIDEOGRAPHY

Your consumers love videos. Plus, videos are one of most convenient ways to digest information. And it's more effective than text-based content.

Our team of highly qualified videographers will help your brand tell its story through commercials, product videos, tutorials and informative videos. And we look after everything from script writing, location setting, to set design and more.







### Promotional Videos

SockShop is one of the largest online sellers of socks and hosiery. We created this Brand video to showcase a range of customer personas & products.

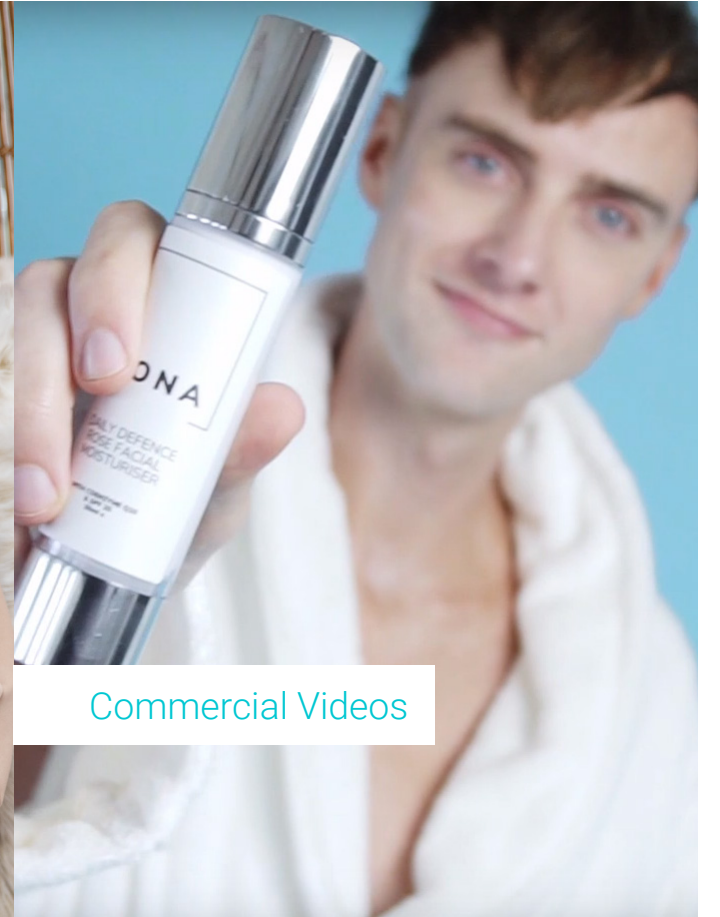


### Product Videos

Vegan skincare brand Mona Living showcases their range of products through a series of how-to videos. These Product videos help to drive authentic engagement.



### Corporate Videos



### Commercial Videos



### Educational Videos

Video-based learning is extremely effective. That's because the human brain processes video-based content 60,000 times faster than text. We were commissioned by IIEPD, a training platform that specialises in digital marketing and professional development, to develop a series of training & tutorial videos shot at various locations in 4K with multiple cameras all requiring colour grading. In developing these videos, we undertook course research and development, script writing, lesson planning, tutor recruitment, location setting and video production.



### Tutorial Videos



### Stop Motion Videos



### eCommerce Videos





## PHOTOGRAPHY

Our team of highly professional photographers, along with their top of the line equipment and editing software, will deliver a collection of high quality images that you can use for your social media and website.

This includes but is not limited to:

- Lifestyle Photography
- e-Commerce Photography
- Product Photography
- Invisible Mannequin Photography
- Events Photography
- & More





### Lifestyle Photography

Lifestyle branding is a great way to showcase your business that is fun, engaging and relatable, without being too salesy. It is able to transform your products or service into a lifestyle.



### e-Commerce Photography

For any online store, images will do most of the selling. We offer product photography and bespoke e-Commerce photography.



### Events Photography

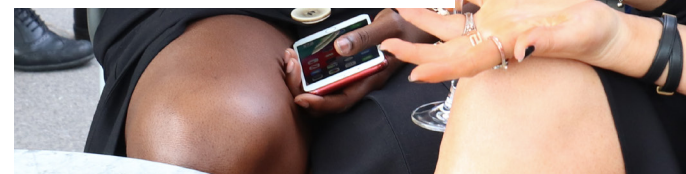


### Product Photography

In the physical retail world, mannequins help to hold the shape of clothing items and making them look presentable. But in the world of eCommerce, mannequins can be distracting. Our experienced photography team are able to create a "ghost mannequin effect" to enhance your product's desirability.



### Invisible Mannequin Photography





IMAGES  
ARE A KEY  
COMPONENT  
TO YOUR  
ONLINE  
PRESENCE





Total impressions

17.6K

Average

1.3

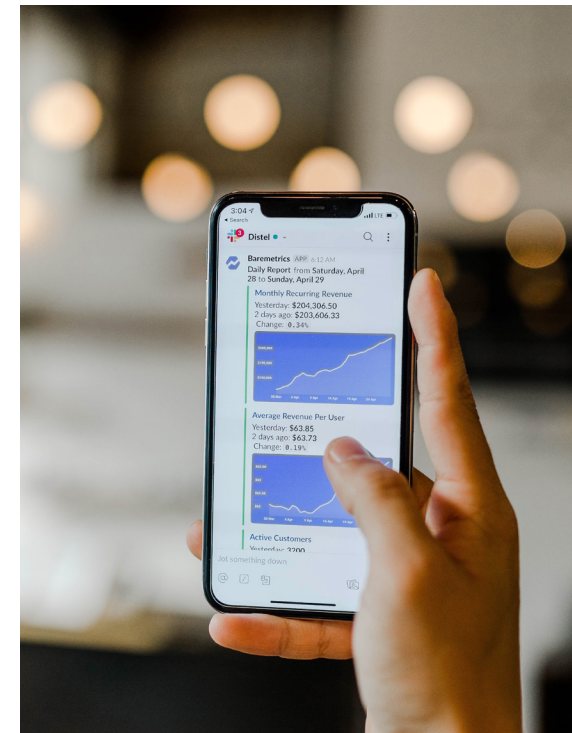
DRIVING TRAFFIC

SEO & PPC

## INCREASE SALES

Driving traffic to your platform, whether it is a website or eCommerce platform, is the necessary first step towards generating revenue. And both SEO & PPC play a huge role in generating web traffic.

Here at Pie Analysis, we have the most experienced SEO & PPC team to assist you with boosting traffic, increase conversion and increase sales.





# PAY PER CLICK

With the ever evolving paid marketing landscape, it's very important to stay on top of the changes.

Our experienced team have worked with some of the most established global leaders in eCommerce. Successfully running thousands of campaigns for our clients, always tweaking and enhancing the ads to get them the best ROI possible.



Cost	Conv. value	Purchases...
£767,115.14	6,575,063.55	272,994.58
£560,085.17	2,841,126.11	162,164.00
£475,710.46	1,316,090.18	30,437.00
£146,304.14	472,936.97	2,719.00

Results	Reach	Impressions	Cost per Result	Purchases	Website Purchases	Purchases Conversion Value	Website Purchase ↓ Conversion	Amount Spent
185 Purchases	8,125	149,571	£9.09 Per Purch...	185	185	£36,377.54	£36,377.54	£1,682.07
3 Purchases	303	333	£0.17 Per Purch...	3	3	£3,545.53	£3,545.53	£0.52
379 Post Eng...	5,472	316,665	£0.29 Per Post E...	30	30	£2,529.17	£2,529.17	£110.16 of £110...
6,707 3-Second ...	7,934	35,964	£0.02 Per 3-Sec...	5	5	£1,870.22	£1,870.22	£144.29 of £144...
4,217 3-Second ...	6,568	19,887	£0.03 Per 3-Sec...	10	10	£1,001.37	£1,001.37	£111.90 of £111...
— Link Click	119	190	— Per Link C...	2	2	£869.76	£869.76	£2.00 of £2.00
134 Post Eng...	3,808	94,057	£0.26 Per Post E...	10	10	£595.39	£595.39	£35.00 of £35.00
— Multiple C...	1,169	2,071	— Multiple C...	7	7	£387.60	£387.60	£40.00 of £40.00
5 Post Eng...	124	140	£0.36 Per Post E...	2	2	£301.16	£301.16	£1.81 of £2.00
—	123,326 People	827,017 Total	—	284 Total	284 Total	£49,353.38 Total	£49,353.38 Total	£3,285.62 Total Spent

## PPC RESULTS

We have generated millions of pounds in revenue for our clients. With years of expertise In Search Engine Optimisation (SEO), Pay Per Click (PPC) & Conversion Optimisation, we have a unique & holistic approach that drives the best results.

We've built laser targeted ads that convert. With our ROI focused campaigns, you can be rest assured that your budget is going to perform. Our vast array of experience in both B2C & B2B sectors allows us to use industry insights to help you outperform your competition.

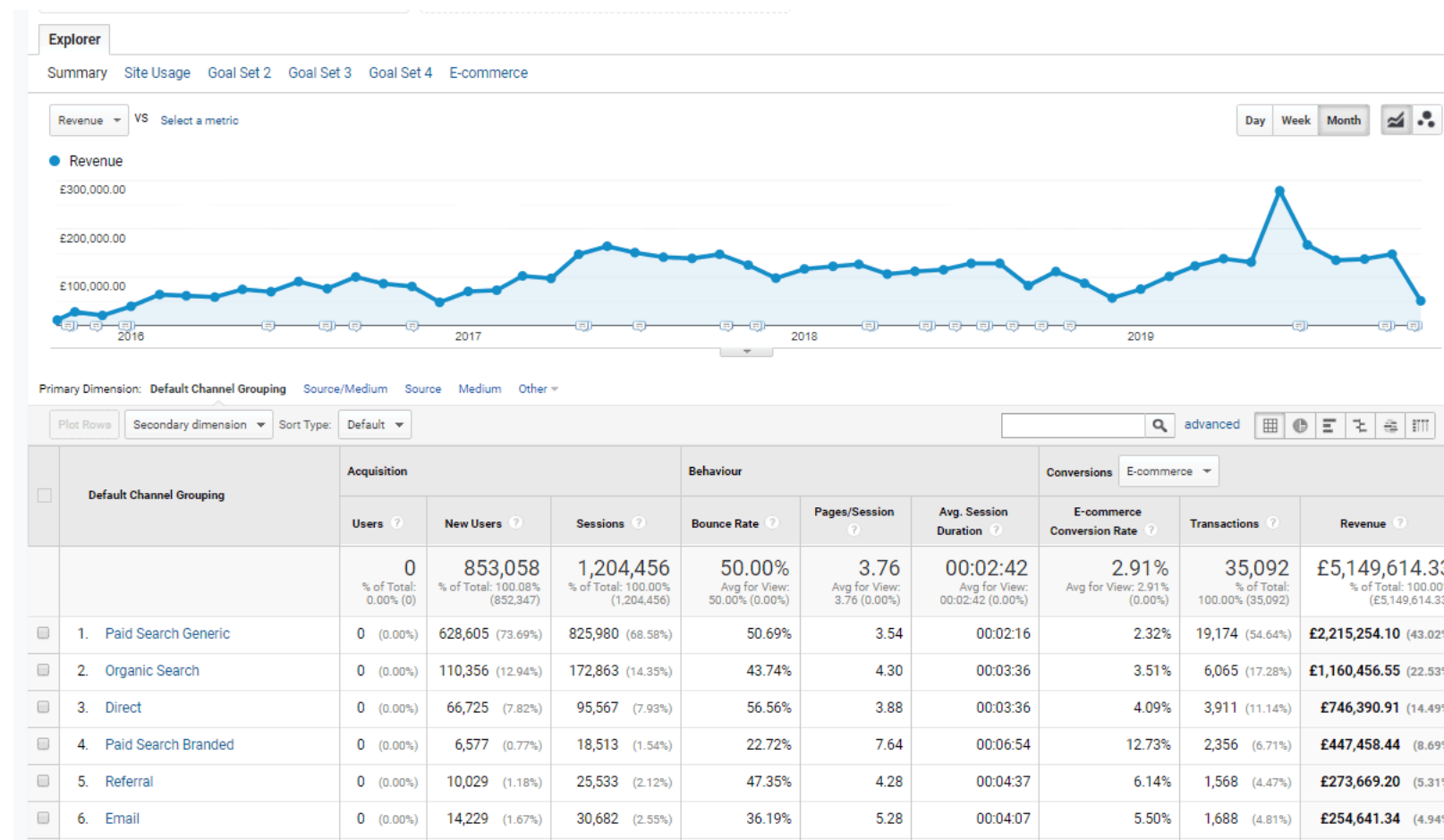
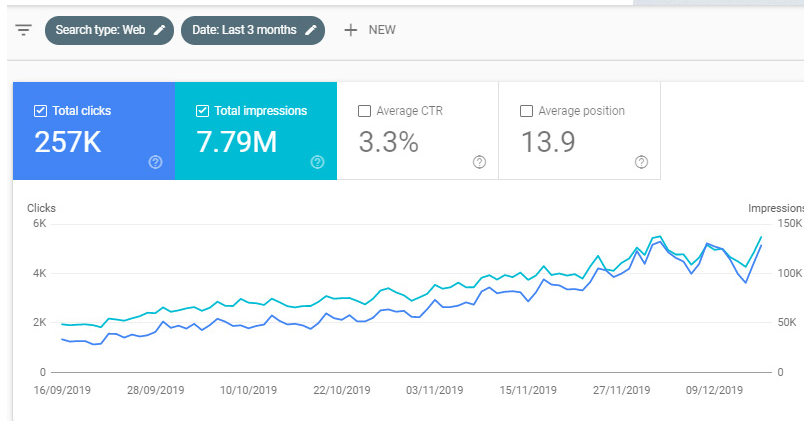


# SEO

Search engines are not going away any time soon.

Getting to the top of the search result is essential to allow your brand to reach its audience. We work with clients who are ranking for thousands of top tier keywords for years now.

We take pride in keeping our clients at the top.



Our team has years of experience in SEO. We've helped clients increase their number of impressions & clicks you get each of their campaigns.

Some of our clients are seeing as much as 26% increase in revenue resulting in an increase in millions of pounds in sales.

Results above showcase a total of over **£5 million in sales** generated for one of our client before Q4 in 2019.





## STUDIO

We have set up various studio locations to meet business objectives. Our fully functional photography studio has 4 stages always set up. Our E-commerce shoot studio and lighting are always ready for all e-commerce needs from small products to large boxed shoots.

Our HQ is situated in a tech hub that has been custom designed for digital. With its own cinematic green screen studios and filming sets.







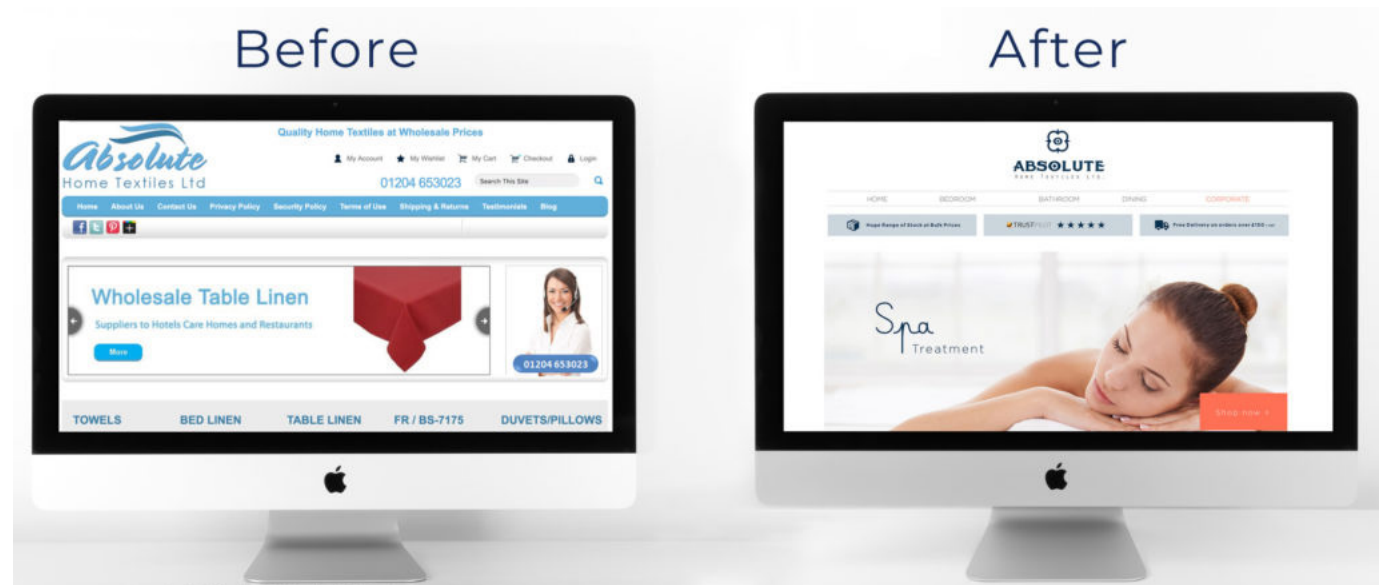
# WEB DEVELOPMENT

Customised web development is our second nature. Our team of coders and developers are forever imparting their skills to our clientele businesses.

Whether its 3D security to layout customisation, we ensure your site comes in line with the latest trends. We know websites are ever evolving and we love keeping our clients one step ahead of the competition.

## CONVERSION FOCUSED REBRAND

When you work with us, we will conduct a complete audit and review. From this, we will identify key areas that need improving and make the necessary changes. For one of clients, we conducted audit and did a complete overall of their.







[pieanalysis.com](http://pieanalysis.com)



**PIE ANALYSIS**  
THE DIGITAL FUTURE

Pie Analysis  
The Sharp Project,  
Thorp Road  
Manchester  
M40 5BJ

01204896525  
[support@pieanalysis.com](mailto:support@pieanalysis.com)