# 2023
# Performance Metrics

COMMUNICATIONS | CONTENT GENERATION | MEDIA ENGAGEMENT

Another highly successful year with examples of the KPIs we generated for a few of our clients

## ROI

We've achieved a ROI equivalent to 32 times our client's original retainer, proving the value we deliver in communications, PR and brand flaring initiatives.

**X**
**32**
ROI retainer spend

For a client in Asia, we successfully generated more than £9,555,600 worth of international media coverage in the trade press

More than

**£9.5M**

Worth of Coverage

**£217K*** = **+ 1,525%**

Value Generated (£/Mnth)

uplift from the client's previous agency achievements

*Independently verified using Cision's 2023 AVE formula.

## For a European-based client, we delivered:

**£1.3M**

Worth of Coverage

**+49% uplift**

In Coverage

When compared to the performance of their previous agency

### Blogs / Social Media Content

**453**

### Editorial / Articles Written / Pitched

**121**

### Newsletters

**24**

### Client-Customer Communications

**48**

### Case Studies

### Video Scripts

5

23

Press Releases / Announcements

71

Sponsorship Campaigns / Industry Projects

29

Industry Awareness Days

24

Advocacy Campaigns

27

## White Papers / Service Collateral / Product Brochures / Adverts

**134**

## Media Interviews

**81**

## Internal Communication Campaigns

**22**

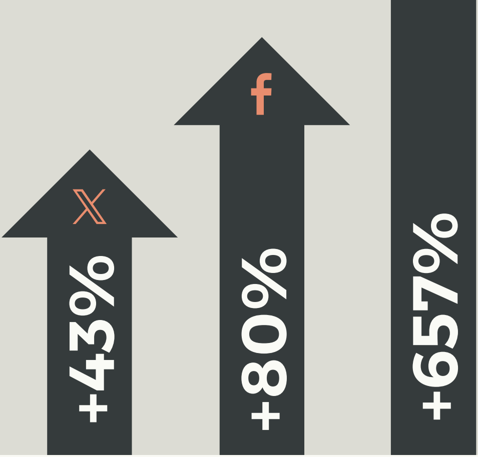
## Trade Event Support

**58**

## Social Media

We’ve managed the social media channels for one of our international clients. Without any 'paid for' element we've successfully achieved an uplift in their follower base by:

in



**Marine & Maritime Experts of the Year**

Logistics Warehouse
& Supply Chain
Awards 2023

**2023 PR Agency of the Year**

Corporate LiveWire
Innovation & Excellence
Awards 2023

**Best New Agency**

**New PR Agency of the Year**

**Best Marine and Maritime PR Experts**

Bulldog PR Awards 2022

Corporate LiveWire Innovation & Excellence Awards 2022

Logistics Warehouse & Supply Chain Awards 2022

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*Shaping perceptions with integrity and influence.*