



Client Case Study

BUILDING THE INITIAL FOUNDATIONS OF A MAJOR
DISRUPTOR IN DIGITAL CLINICAL TRIALS

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BrentonWay



BRENTON WAY INC.

Our Approach

EVERY BUSINESS IS UNIQUE, SO WHY SETTLE FOR TRADITIONAL MARKETING CAMPAIGNS THAT PROVE NO ROI? BRENTON WAY'S CORE BELIEF IS THAT YOUR UNIQUENESS IS FOLLOWED WITH TAILORED SOLUTIONS BY A WORLD CLASS MARKETING TEAM. EXPECT AGILE GROWTH ACROSS VARIOUS VERTICALS AND A PLANNED OUT LONG-TERM STRATEGY TO POSITION YOU AS A THOUGHT LEADER IN YOUR VERTICAL.

BRENTON WAY USES TECHNOLOGY AS A CATALYST TO DRIVE DEEP DATA ANALYSIS AND PROOF OF CONCEPT STRATEGIES FOCUSED ON BUILDING VALUE AND NOT "FLUFF". BRENTON WAY IS A DATA-DRIVEN MARKETING AGENCY WITH A FOCUS ON BUILDING VALUE. WE BRIDGE THE GAP BETWEEN YOU AND YOUR AUDIENCE BY USING INNOVATIVE TECHNOLOGY. LET US BRING YOUR IDEAS TO LIFE.

SINCERELY,
JONATHAN SAEIDIAN, CEO

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Brenton Way

Overview

COMPANY

Medable

WEBSITE

medable.com

COMPANY FOCUS

Digital trial platform that connects patients, sites, and clinical trial teams.



Client Requests

- Increase services search rankings
- Increase SEO presence
- Better content around their services
- Increase conversations with lead sources

Our Solutions

- SEO
- Content Creation
- Lead Outreach
- AI Video Creation (INITIATE.AI)

+4K NEW
MONTHLY
LINKEDIN VIEWS

+40% SEO
TRAFFIC

RESULTS

+15% INCREASE
IN SITE
ENGAGEMENT

8+ NEW
SCHEDULED
DEMOS



AI Video Creation

We helped turn
the written
content into
engaging social
videos which
garnered 4000
new monthly
views on LinkedIn
alone.

Created using

INITIATE.AI

Content Creation

Increased site engagement by 15% by creating high-level internal pages with strong CTA (call to actions) leading back to contact pages.

On-Funnel

Optimized the out of page experience to important sales documentation & presentations for maximum conversion.



Homepage Flow

Optimized the first-click to homepage user experience through copy personalization.



SEO

Increased site SEO traffic by 20% in 4 months through onsite optimization, link building, & important ranking factor updates.

Onsite Optimized

Optimized all internal pages based on 54+ ranking recommendations

Ranking Growth

Increased rankings for important keywords by updating ranking factors

Lead Outreach



Pharma

Garnered 45+ new contacts & relationships



Biotechs

Scheduled 8+ monthly demos of platform solution



CRO's

Clearly communicate target painpoints to decision makers

Contact Us

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