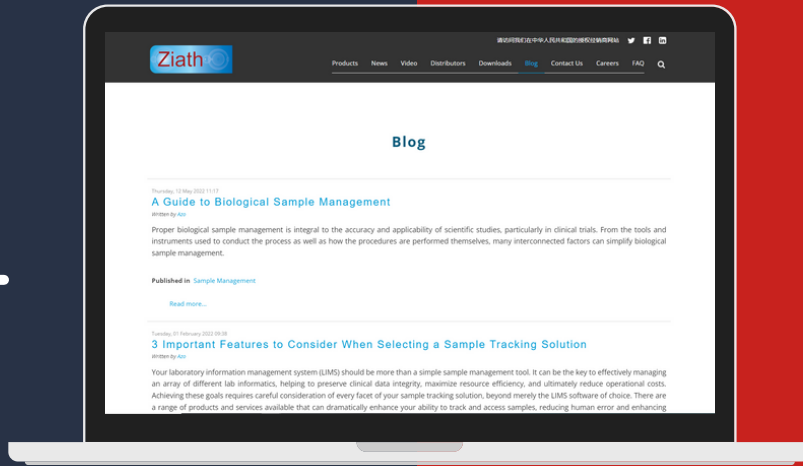


# Case Study

Ziath Limited is a small Cambridge-based manufacturer who make 2D barcode readers used extensively in sample management in pharmaceuticals, forensics, and biobanking.



## The Challenge

Ziath's core markets are the United States, Europe, and Japan. Ziath works through a distribution model, so feeding new leads into the system is a priority for the company. They work with eleven or twelve manufacturers in a distribution model, of which ten have their own readers. As they work with private label businesses, Ziath makes readers for several companies, but they compete against other manufacturers.

## The Solution

AZoNetwork has utilized search engine optimization, video, rich content, and other digital media to convey Ziath's message directly to end-users. This has converted to leads through social media and their website,

Keywords such as 2D barcode reading and barcode rack reader, drive users to the Ziath website. This ensures they remain top of mind for customers. SEO has been critical for the marketing efforts to feed leads through to their distributors.

Content creation, including a series of blogs hosted on the Ziath website and redistributed through AZoLifeScience and AZoNewsMedical, add a secondary element to the campaign, directly increasing both lead generation and brand awareness.

## The Results

Ziath are now ranking for forty top keywords that had been outside the top 100 prior to working with AZoNetwork.

A series of blogs have been developed to be hosted on the Ziath website and for redistribution, which have driven the keyword rankings as well as sales leads from the AZoNetwork sites.

“

I really do see AZoNetwork as a premier supplier of marketing services in the scientific marketing industry. I'd highly recommend AZoNetwork to anyone interested in scientific marketing. I found the expertise and ideas that AZoNetwork brings to the table very refreshing.

”

**Steve Knight**  
Commercial Director  
Ziath Limited



**Organic traffic increased 48%**



**Bounce rate decreased 67%**



**Page views increased 68%**