

# Case Study



## Industry

Software Development

## Stage

Start-Up

## Goal

Growth

Logik.io is a high-performance Commerce Logic Engine, a solution enabling businesses to sell their products and services more effectively through direct sales teams and digital commerce channels with more guided, flexible, and interactive selling experiences. Logik.io is a headless engine to govern the logic, rules, and recommendations that direct how products can and should be configured and sold, augmenting CPQ and commerce platforms.

## What We Did

- ◆ Paid Google & LinkedIn Ads
- ◆ HubSpot Marketing Automation Implementation
- ◆ Automated Lead Nurturing Email Campaigns
- ◆ Copywriting Support
- ◆ A/B Testing Configuration
- ◆ Conversion Rate Optimization
- ◆ Marketing Operational Strategy

## Details

Logik.io was positioned well to command a significant share of voice in their space. Their lean team needed help with crafting the overall demand generation strategy and marrying it to the tactical execution required for success. Our omni-channel approach, including paid search, paid social, email marketing, and automated lead nurture workflows was exactly what Logik.io needed to jumpstart demand generation. Consistently A/B testing while refining conversion opportunities through Google & LinkedIn was key.



32.7% increase month over month in best-fit leads generated



11.0% increase month over month in content click-through rate



5.2% decrease month over month in cost per conversion



Blake Grubbs,  
VP of Marketing & Business  
Development @ Logik.io

“The Möve team has been a partner to us since the inception of our first ever marketing campaign. They've been attentive, strategic, and instrumental to hitting our goals as our business has grown and evolved. With their guidance and execution, we were able to build an effective paid search strategy from the ground up and close our first Google Ads sourced deal – which paid for the whole program!”