



BLINK is a technology solutions provider that provides the Link of Record to manage every touch, monitor for accuracy, and provide analytical insights to measure value and performance across your global audience.

**Room & Board** needed a new, actionable way to present campaign link data to their marketing team. ObservePoint and BLINK teamed up to deliver a streamlined dashboard that pulled in ObservePoint's web page data with BLINK's link management and performance data. The result? A 16.3x monetary return and a 3.5x labor return, improved user experience and reduced the broken link percentage for Display, Facebook/Instagram and Pinterest (Excludes Shopping) ads by 99%, preventing an estimated \$1.64M in yearly ad spend on clicks to broken links.



Celebrated as the 2023 Global Performance Marketing Agency of the year by Performance Marketing World, NP Digital was originally co-founded by Neil Patel and has been providing consulting and thought leadership to the business marketing community for over two decades.

#### Quick wins at Mitsubishi

Tasked with improving data quality and governance, creating visibility into customer journeys, and creating a more collaborative view of their overall web presence, NP Digital and ObservePoint teamed up to provide Mitsubishi with a full view of their web presence, recommendations for immediate areas for improvement, and alignment between previously siloed teams.



Protiviti Digital is a diverse, talented team of makers, strategists and technologists who create connected experiences that are impactful, build trust, deliver on your brand's promise and drive business growth. Named to the 2022 Fortune 100 Best Companies to Work For® list, Protiviti has served more than 80 percent of Fortune 100 companies and nearly 80 percent of Fortune 500 companies. Protiviti and our independent and locally owned Member Firms provide clients with consulting and managed solutions in finance, technology, operations, data, digital, legal, governance, risk and internal audit through our network of more than 85 offices in over 25 countries