

2012 iPG Awards UK SUBMISSION



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iProspect^{iP}

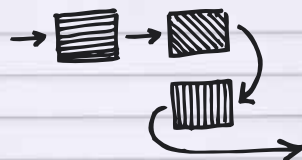
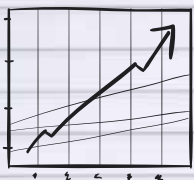
AMERICAN
EXPRESS

“ Delivering Digital Performance on a Global Scale. ”

The Challenge

BRIEF:

iProspect were tasked with centrally coordinating a successful SEO campaign covering 19 international markets across 12 different languages.

AMERICAN
EXPRESS

The Strategy

Comprehensive international SEO campaign

Assessed visibility



Optimised Content gaps



The Results

386%

increase in
applications

Across

19

Markets

Solidified American
express as an Industry

Global Search Leader