

Intenta Digital Case Study

See how strategy translates into growth.

A real-client example that walks through our Business-First methodology - from clarifying positioning to launching campaigns that reflected what made the business genuinely different.

What you will learn:

- How we uncovered their true competitive advantage
- Why we challenged parts of their website before launching ads
- How strategy shaped campaign structure and messaging
- The lessons that continue to influence their growth

Inside the engagement

Phase 1: Define

We interviewed the leadership team and reviewed their sales process to identify what actually differentiated them in the market. The answer was not the feature they were promoting most loudly.

Phase 2: Translate

We reworked key pages so the message matched the positioning before any paid traffic arrived. This included simplifying the offer and rebuilding the conversion path.

Phase 3: Launch

Campaigns were built around the clarified positioning rather than keyword volume. Ad copy and landing pages were designed as a single, consistent argument.

Phase 4: Grow

Weekly performance reviews connected metrics back to business goals. Over time, budget shifted to the highest-value audiences and creative evolved from the data.

before publication.