



# INDICATE MEDIA CLIENT SUCCESS STORY

Client: Clearcode

Practice Areas: B2B Technology, AdTech & MarTech, Software Development

Capabilities: Strategy, Media Relations, Writing, Content Marketing

## Overview

Clearcode is a software development company specializing in building custom marketing and advertising platforms. Clearcode clients benefit from services at every stage of a project's lifecycle from planning and feature identification, to UX/UI design and prototyping, development and testing, and application support and maintenance. A wide range of innovative companies from startups to enterprises have used Clearcode to stay competitive by bringing software projects to market quickly. Founded in 2009, Clearcode has offices in New York and Poland.

## The Objective

In February 2016, Clearcode began working with Indicate Media with several objectives. First, Clearcode wanted to elevate their brand awareness, especially in the U.S. market. Second, the company had a new product they were bringing to market and wanted to get media exposure around the launch.

## The Strategy

Indicate Media planned and implemented a strategy where we:

- Worked closely with Clearcode to develop and organize their messaging and story
- Developed and pushed on an aggressive thought leadership campaign including bylined articles, Q&As, and providing CEO input/quotes for media stories
- Prepared for the introduction of 7Suite and set up interviews ahead of launch

## The Challenge

Being a startup headquartered in Poland, there was significant work to be done in order to raise brand awareness and the profile of the company in the U.S. market. Clearcode also had two parts of its business including software development services and also selling software that it had developed for itself. Distinguishing these two areas of the business and helping reporters understand Clearcode's business model was an important part of the campaign.

## The Result

The thought leadership campaign was a huge success with bylined articles and Q&As placed in the name of Clearcode's CEO in publications including *TNW*, *AdExchanger*, *Media Post*, *Marketing Profs*, *Retail Touchpoints*, and *iMedia Connection*. 7Suite coverage, CEO quotes and general media was secured over the course of the campaign in outlets including *Digiday*, *Marketing Land*, *DMNews* and *MarTech Advisor*.

*"The Indicate Media team dug deep to truly understand our core business and the larger market. Armed with a solid understanding of our mission and message, they brought a fresh perspective to our content marketing and media relations strategy. Whether writing content from scratch or getting our news in front of the right outlets and audience, Indicate Media's experience and professionalism was extremely visible in their results."*

– Leo Sarian, VP of Growth, Clearcode