



**A STATE-OF-THE-ART AUDIO TECHNOLOGY
COMPANY + CUTTING-EDGE SEO AND DIGITAL
MARKETING STRATEGIES = RESULTS THAT
RESONATE ACROSS THE GLOBE**



Staff headcount estimated
at 500 worldwide



Native Instruments is a leading manufacturer of software and hardware for computer-based audio production and disc-jockeying (DJ). The company's mission is to develop innovative, fully-integrated solutions for all musical styles and professions. In 2019, Native Instruments has raised a total of \$58.9 million in funding with an estimated annual revenue of \$103.2 million. Native Instruments has over 500 employees with offices in Los Angeles, Toronto, Tokyo, London, Paris, and Shenzhen.



SITUATION



A Berlin-based GmbH digital audio technology company, Native Instruments is a leader in digital music creation and performance, with audio products popularly used onstage and in the studio by global stars and sound industry legends.

For over 20 years, Native Instruments has been at the heart of musical innovation as it pursued its vision to inspire and empower music lovers around the world. Its ground-breaking platforms have created thriving creative communities, with products and services consistently pushing technological boundaries and opening new creative horizons for professionals and amateurs alike.

Native Instruments has been strengthening its presence in the retail market, making up 50% of its revenues and the other half from its traditional e-commerce channels.

Seeing the opportunity to tap into digital marketing campaigns to further enhance their market presence, the Chief Marketing Officer and Head of E-Commerce got in touch with C9 Digital to help strategize their goal in optimizing their online footprint through SEO and other digital marketing methods.



ACTION

C9 Digital took on the challenge by hiring a Search Engine Optimization (SEO) consultant from Eastern Europe who effectively rolled out the tailored digital marketing campaign developed for the company.

Armed with Native Instruments' brand reputation in the market, C9 Digital devised a long-term strategic roadmap to boost search engine visibility through a comprehensive SEO package which includes both onsite and offsite optimization, backlinking, and page indexing, just to name a few.

C9 Digital undertook a stringent and rigorous recruitment process to find the ideal SEO consultant for Native Instruments with a proven track record and costs less than similarly-skilled local SEO specialists.

Number of Staff Hired with C9 Digital

1 (one) Search Engine Optimization consultant



RESULTS

- ✓ While SEO is a long-term program to realize the results, Native Instruments was impressed with the direction provided by C9 Digital and gave their 100% confidence in letting our SEO consultant implement the campaign.
- ✓ Native Instruments agreed to take on the services of C9 Digital's SEO consultant throughout the campaign's duration and until such time the company starts ranking on the search engine results pages (SERP).
- ✓ Native Instruments was able to benefit from a more affordable pay package that allowed them to save no less than 70%.
- ✓ Native Instruments has also expressed its keen interest in turning to C9 Digital for any SEO-related concerns and other digital marketing campaigns.



C9 DIGITAL

www.c9digital.com/

