

GAIN



REBEL THINKING
REAL RESULTS

Services Definitions

2025/26



About us

About GAIN

Our mission, who we are, global reach

Why GAIN

Our differentiators, our e2e offering, and accreditations

Ways of working

Social value

Business Unit

Our Services

Service overview

Service descriptions

Case Studies

Contact us

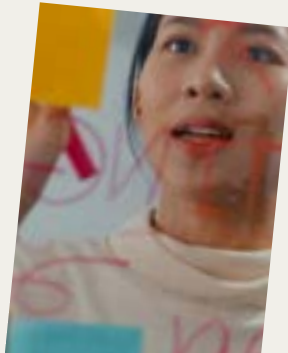
About us

GAIN[®]



GAIN

We are pioneers in
partnering with public
sector organisations to...

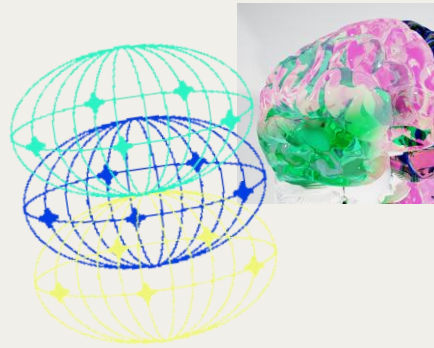
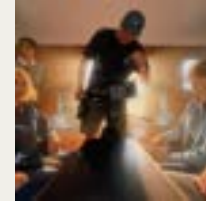


Who we are

**DELIVER
SERVICES
THAT TRULY
WORK FOR
PEOPLE**



CREATIVE



DATA



TECH

We believe the greatest impacts come from human ingenuity and creativity, powered by robust data and tools.



GAIN

A little about us

One company



650 people **worldwide**

Five specialisms



Unlimited potential

THIS BRINGS DEEP GOVERNMENT EXPERTISE



Paired with innovation, knowledge and skills from wider sectors and specialisms.

Meaning strategic excellence that's focused on not only meets standards but challenges thinking and demonstrably improves outcomes for citizens.

Deep insight from top-tier collaborations

We work hand-in-hand with the biggest names in the industry to stay ahead of the curve. As a Premier Partner with Google and Meta (placing us in the top 3% of agencies), and an official TikTok Marketing and Shop Partner, we gain early access to exclusive features, platform betas, and deeper data insights - all of which help us deliver smarter, more impactful work.

Being partners with leading tech and marketing organisations allows GAIN to offer CLC significant advantages in digital

transformation, outreach, and analytics. As an Amazon Advertising partner, GAIN can supercharge e-commerce, reach niche audiences, and optimise cross-platform campaigns for CLC. Premier Google Partnership grants access to advanced tools and campaign insights, ensuring search, display, and YouTube activities deliver measurable outcomes.

Our Klaviyo Partnership could help elevate CLC's email automation and personalisation, driving journey-based student communications and nurturing alumni connections.

amazonadvertising

Google
Partner

Meta
Business Partner

2025
Microsoft Advertising
Partner

klaviyo
PARTNER

Acquia
Systemed Partner

TikTok
Marketing Partners

tagger
by Sprout Social

Google Partner
PREMIER 2025

Google Trends

Circle
Member
SQUARESPACE

shopify partner

PartnerStack

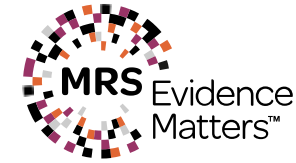
Accreditations and professional communities

We work hand-in-hand with the biggest names in the industry to stay ahead of the curve. As a Premier Partner with Google and Meta (placing us in the top 3% of agencies), and an official TikTok Marketing and Shop Partner, we gain early access to exclusive features, platform betas, and deeper data insights - all of which help us deliver smarter, more impactful work.

Being partners with leading tech and marketing organisations allows GAIN to offer CLC significant advantages in digital

transformation, outreach, and analytics. As an Amazon Advertising partner, GAIN can supercharge e-commerce, reach niche audiences, and optimise cross-platform campaigns for CLC. Premier Google Partnership grants access to advanced tools and campaign insights, ensuring search, display, and YouTube activities deliver measurable outcomes.

Our Klaviyo Partnership could help elevate CLC's email automation and personalisation, driving journey-based student communications and nurturing alumni connections.



BIMA



BRISTOL CREATIVE INDUSTRIES



W3C®



COLLABORATIVE BY DEFAULT

We work as 'One team' with our clients bringing our multi-discipline expertise to deliver real results efficiently and effectively.

Our team of user-centred design, delivery and strategy experts work as one to solve problems from every angle, quickly, collaboratively, and with precision.



We focus on return on investment

We're passionate about measuring user behaviour in response to design improvements, it informs our deeper understandings of people and how they live their lives.

This also demonstrates where the value of investments have delivered operational and commercial value.
It's always about value for money.



GAIN

We are big enough to scale, small enough to care

How we work

As GAIN we provide dedicated teams to deliver end-to-end service and experience design solutions, to seamlessly integrate with your business.

Because of our UK and Global footprint, with access to over 800+ specialist staff and 4,000+ contractors. And with extraordinary specialist skills in data science and growth marketing services we can strengthen commercial opportunities.



Our social values

Accessibility and inclusivity are the values on which we were founded. We call it Humanising technology and apply this lens to drive social impact across 5 priority themes.

Levelling the field **EMPLOYMENT**

We're committed to inclusive and accessible employment, so there's a few ways we're closing the gaps. Digital industries can present a specific set of barriers to entry, like access to equipment or software. To support young people, we offer paid internships, work experience,

the Strive mentorship, workshops and we partner with local youth CICs like Babbasa. We always use optimised recruitment practises to reach marginalised groups.

Learning & education **INNOVATION**

21 years of experience and expertise free of charge with our thought leadership initiatives. Our Founder co-authors the WCAG government guidelines. We run Virtua11y, a free online accessibility conference, every year. We also host paid for events where we allocate diversity scholarship tickets, creating access for those who wouldn't be able to attend otherwise.

Building communities **SOCIAL**

We conduct 240 research sessions per year, giving marginalised groups and communities a voice. We see every project as an opportunity to have a positive impact on real communities. Our work in the public and charity sectors sees us turn community insight into tangible change. We creatively seek out research participants, deliver insights with actions and arm our clients with the tools to grow, foster and improve their communities.

Supporting business **GROWTH**

We help our clients grow in the ways they need. 70% of our annual turnover is in the



public sector, actively working on improving digital services for citizens. We're proud of this and intend to retain it as we grow.

Working in this space means we bring our thought leadership to the public sector, elevate the discussion around accessibility and inclusion and deliver added value free of charge. This builds capability and self-sufficiency long term.

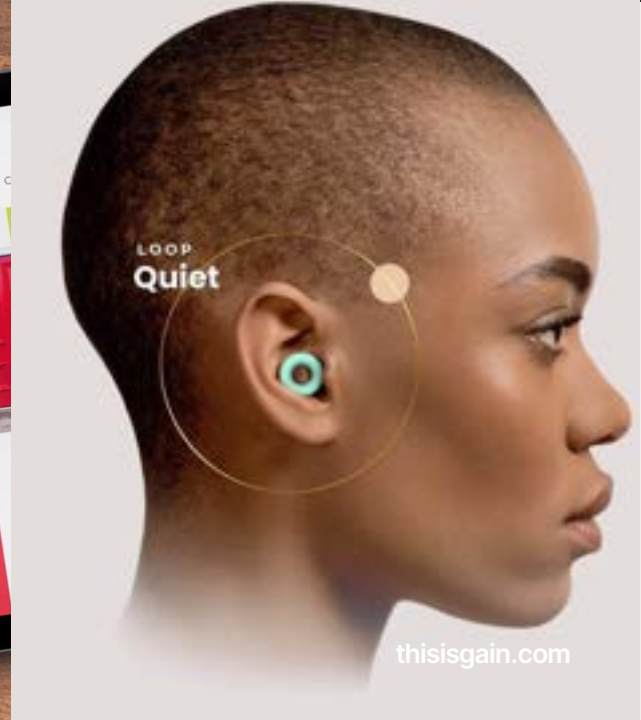
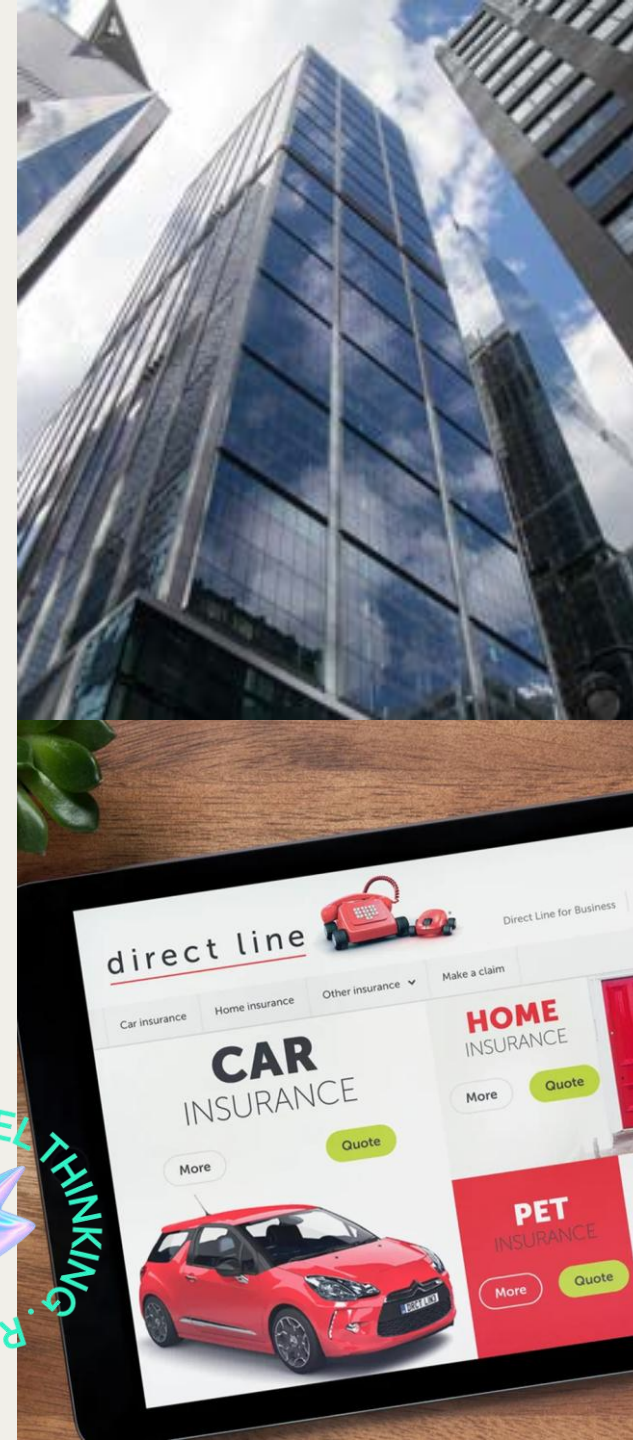
Design for the planet **ENVIRONMENT**

Sustainable design is at the forefront of our minds. We are deeply committed to our carbon reduction plan which aims to see us carbon neutral by 2030 and net zero by 2050.



GAIN Performance

We help brands show up in the right place,
at the right time, to the right people, with data
driven campaigns.



GAIN Performance

We use holistic performance marketing to translate data and creativity into real business growth. Our focus is on delivering measurable results with speed, precision, and innovation.

Our tailored services deliver seamless interactions and meaningful connections with audiences across multiple platforms. Leveraging extensive research, innovative design, and advanced technology, to drive deeper engagement, higher conversion rates, and purposeful growth.

We work alongside public sector teams to help brands show up in the right place, at the right time, to the right people, with data driven campaigns.

Service Buckets

[Paid Digital Media](#)

[Media Strategy & Campaign Activation](#)

[Performance Creative](#)

[Search & Organic Growth](#)

[Link Building](#)

[Content Engagement Optimisation](#)

View selected [Case studies](#)

We help **globally ambitious**
brands turn visibility into
measurable growth - appearing
where it matters, when it matters,
to the people who matter most.



OUR SERVICES

Sub title



Overview of all our Performance services

Paid Digital Media

- Programmatic and Connected TV Advertising Service
- Paid Social Advertising and Campaign Management Service
- Paid Search Advertising and Optimisation Service
- Product Feed Management and Optimisation Service
- Bespoke Automation and AI Solution Development Service

Media Strategy & Campaign Activation

- Affiliate Marketing and Partnership Management Service
- Media Strategy and Campaign Management Service
- Paid Digital Media Management Service

Performance Creative

- Creative Service
- Remix
- Talent Collaboration

Search & Organic Growth

- Search Strategy and Optimisation Consultancy
- Technical SEO and Search Optimisation Service
- Keyword Research and Gap Analysis Service
- Data Prospect Lists
- Social Media Management service
- Digital Training and Capability Building Service
- CMS Technical Audit and Performance Review Service
- Website Migration and Transition Service

Link Building

- Digital PR
- Link Building
- Search Driven Creative

Content & Engagement Optimisation

- SEO-Optimised Content Creation Service
- Search-Driven Creative Content Service
- Brand Content service

Paid Digital Media

We drive customer growth through full-funnel digital strategies, from building brand awareness to delivering conversions and long-term value.

Our media approach

Designed to balance performance and scale, unlocking efficient acquisition while supporting sustainable brand growth. By combining structured experimentation across Meta, Google, Microsoft, TikTok, Snap, Amazon and Programmatic with intelligent measurement strategies, we ensure every campaign contributes directly to your business objectives. From the first interaction to repeat purchase, every media decision is aligned with your growth goals.

G-Cloud Services

Affiliate

Amazon

Bespoke Automation & AI Solutions

Feed Management

Paid Search

Paid Social

Programmatic & CTV

Tik Tok Shop

Paid Digital Media

Affiliate

Our experienced team uses a data-driven approach and an extensive network of publishers to grow your affiliate programme and deliver meaningful results.

Amazon

From building and refining storefronts to scaling high-impact ad campaigns, we optimise every touchpoint. Our team improves visibility, boosts conversion rates and maximises your return on investment.

Feed Management

We optimise product feeds across platforms such as Google and Meta to improve visibility, increase click-through rates and enhance ROAS. From initial setup to ongoing optimisation, we manage your feeds with a data-led approach. Using tools like Channable and Shoptimised, we refine product titles, attributes and imagery to unlock stronger performance across all channels.

G-Cloud Services

Programmatic and Connected TV Advertising

Paid Social Advertising and Campaign

Management

Paid Search Advertising and Optimisation

Product Feed Management and Optimisation

Bespoke Automation and AI Solution

Development

Paid Digital Media

Paid Search

We run high-performance campaigns across Google, Microsoft and Apple Search Ads to capture high-intent demand. Our structured approach and smart optimisation techniques maximise the effectiveness of platform algorithms and drive efficient acquisition.

Paid Social

We deliver scalable, data-led strategies across Meta, TikTok, Snap and Pinterest. By continuously testing and refining creative, targeting and spend, we generate consistent and profitable growth across the customer journey.

Programmatic & CTV

Our programmatic and CTV campaigns are built to extend reach and drive performance across the full funnel. Using audience data, contextual signals, and creative testing, we deliver measurable results, from awareness to retention.

TikTok Shop

We support brands in launching and scaling on TikTok Shop, combining engaging content with performance marketing to turn views into sales.

G-Cloud Services

Programmatic and Connected TV Advertising

Paid Social Advertising and Campaign

Management

Paid Search Advertising and Optimisation

Product Feed Management and Optimisation

Media Strategy & Campaign Activation

Media Strategy & Campaign Activation brings structure and precision to how campaigns are planned and delivered. By choosing the right mix of channels, formats, and timing, organisations can ensure their message reaches the right people at the right moment.

This service blends insight and creativity with measurable performance, helping brands build awareness, engagement, and conversions across both digital and traditional media.

G-Cloud Services

Affiliate Marketing and Partnership Management

Media Strategy and Campaign Management

Paid Digital Media Management

Performance Creative

We develop and deliver performance creative at scale. Using campaign data to inform our approach, our team of strategists, designers and handpicked content creators deliver compelling creative and authentic user-generated content that connects with your target audience to drive results.

Creative Service

We design and produce content with performance in mind, grounded in insights and built to drive results. By analysing trends across hundreds of ad accounts, we create strategic, test-ready assets that align with your brand and are structured to help you gather insights and scale what works.

Remix

We take your existing assets, such as product images, UGC, or video content, and remix them into scroll-stopping, high-performing social ads. Whether it's for stories, feeds, or reels, we focus on creative formats that are proven to perform, while supporting fresh ideas for testing and iteration.

Talent collaboration (UGC)

We offer seamless collaboration with our vetted network of UGC content creators across the globe or conduct ad hoc outreach to find the right creators for your brand. From sourcing and briefing to production and delivery, we manage the entire process to ensure your content is on-brand, on-brief, and built to perform.

Search & Organic Growth

We believe in delivering exceptional SEO solutions through clarity, collaboration, and expertise. Internally, we foster a culture of trust, accountability, and continuous learning, ensuring our team operates at its best.

For our clients, we focus on results-driven strategies, transparent communication, and long-term partnerships. Our mission is to drive measurable success, cutting through the noise with strategies that make an impact. Our comprehensive services include industry leading expertise for website migrations, auditing, SEO, plus digital training, and support for in-house marketing teams.

Technical SEO

We identify, prioritise and help you solve issues that might be preventing search engines from searching, indexing or understanding your website effectively, or users from having an optimum search experience.

G-Cloud Services

Search Strategy and Optimisation Consultancy

Technical SEO and Search Optimisation

Keyword Research and Gap Analysis

Data Prospect Lists

Social Media Management

Digital Training and Capability Building

CMS Technical Audit and Performance

Review

Website Migration and Transition

Search & Organic Growth

CMS Technical Audits

We make recommendations on how best to optimise SEO on publishing and e-commerce platforms.

Content Creation

We create compelling content optimised for search intent, helping you build domain authority and drive organic traffic.

Training for In-House Teams

We deliver bespoke SEO training for in-house marketing teams and other stakeholders.

Keyword Research & Gap Analysis

We conduct research to uncover keyword opportunities that are important in your market,

understand how well you perform, and identify opportunities that you might be unaware of.

Penalty Analysis

We can help identify if you've been penalised by the search engines and work with you to restore your organic search performance.

Search Strategy

Based on your business priorities, we look at on-page, off-page and technical SEO to develop a strategy that will help you compete for and win organic traffic and revenue across relevant platforms.

Site Migrations

You can lose a lot of organic traffic if a site migration goes wrong. We provide the support to ensure that platform, domain name or brand migrations go smoothly.

G-Cloud Services

Search Strategy and Optimisation Consultancy

Technical SEO and Search Optimisation

Keyword Research and Gap Analysis

Data Prospect Lists

Social Media Management

Digital Training and Capability Building

CMS Technical Audit and Performance

Review

Website Migration and Transition

Link Building

With an expert team of link building and Digital PR specialists, we build the links no one else can. Our proven process targets high authority, do follow sites, including the all-important protected domains, such as .gov, .ac.uk and .edu, to maximise impact on your search performance. Combined with our award-winning Digital PR service, you'll establish a consistent presence in national, local and trade media.

Digital PR

We craft strategic campaigns that position your brand in the most relevant publications, websites, and online spaces – helping you shape the narrative. We build lasting brand authority that drives qualified traffic, increases conversions, and fuels business growth.

Link Building

Link building is a crucial component of an effective SEO strategy. With over a decade of experience and more than 24,000 links built for our clients, we know what it takes to deliver results. When you partner with us, you gain a team of experts who define your strategy, create high-quality linkable content, and execute outreach to secure authoritative, relevant links at scale.

Search Driven Creative

High-quality content is essential for both engaging your target audience and boosting your brand's search rankings. Our expert team of writers conduct in-depth research to create unique, valuable content that aligns with search intent. This not only strengthens the connection with your audience but also sends the right signals to search engines.

Link Building and Digital PR

Digital PR and Outreach

Content & Engagement Optimisation

SEO content creation services that drive results

Great content isn't just words on a page. It's a growth engine for your brand.

Our SEO Content Creation service combines expert strategy, best-in-class writing, and data-driven optimisation to deliver content that ranks, engages, and converts.

Built for Search

Every piece of content is crafted using proven SEO techniques, aligned with Google's latest guidelines and search intent analysis.

Written by Experts: Our team of skilled writers can create compelling, brand-aligned content for any industry – from finance to fashion, tech to travel.

Performance-Driven

We don't just write content. We create assets designed to increase visibility, drive qualified traffic, and support your bottom line.

What We Deliver:

- In-depth keyword research and content planning
- High-quality blog posts, landing pages, and long-form guides
- Optimised headlines, meta descriptions, and internal linking strategies
- Engaging, on-brand copy that speaks to your audience and search engines

Services

SEO-Optimised Content Creation

Search-Driven Creative Content

Brand Content

GAIN

OUR WORK IN ACTION



**REBEL
THINKING
REAL
RESULTS**



TS . REBEL THIN



256% increase in global organic traffic

As the world's largest asset manager, BlackRock aimed to grow global organic traffic and strengthen visibility for its investment thought leadership. A key goal was embedding SEO as a core discipline across all new initiatives rather than a standalone channel.

We first tackled global visibility for all country homepages by optimising site structure, improving crawl efficiency, and clarifying relationships between regional and language versions. We also audited legacy platforms, migrations, and third-party assets—resolving major technical issues and aligning recommendations with development roadmaps and business priorities.

By integrating SEO into new projects from the outset, we helped BlackRock unlock greater visibility and sustained growth.

Results:

- +256% increase in organic traffic





Cotswold Company designs, crafts and builds high-quality furniture and home accessories that are made to last.

When we first met them, it became clear that their website was suffering from multiple technical and link related issues. The site wasn't ranking in the top 60 for any commercial non-branded terms.

Over a 12-month project, we identified and addressed their technical, on-page and off-page SEO issues, including transitioning the site to a Next.js framework, removing legacy issues to allow Google to fully access the site.

We had the added bonus of our work winning both Best Use Of Search B2C SEO at the UK Search Awards and Most Effective Use Of Organic Search at the Drum Awards for Digital Industries.

Results (year on year)

743 additional page one keyword rankings

1,224% increase in non-branded traffic

23% increase in organic revenue



GAIN ✨ FATFACE

FatFace is an online retailer with a huge website and 234 retail outlets across the UK.

Our main focus was to increase the online visibility and brand awareness of their local stores, ensure their product pages are correctly managed in response to their fast-changing online ranges, and to provide them with engaging, season-related content.

Projects included: Content audits and analysis, optimising all of their Google Business Profiles and creating hundreds of product landing pages. Working closely with their dev and content team, we ensured their focus was tied to organic growth opportunities.

Following the success of the UK campaign, we were then appointed to deliver a location-themed content project for the US. Following the completion of this work, we were delighted to be asked to become an SEO partner for the US too.

Results

38% increase in organic sessions

127% increase in organic revenue



GAIN ✨ loop earplugs

Loop Earplugs is an innovative Belgian company redefining hearing protection and audio comfort with stylish, high-tech earplugs and headphones designed for modern, noise-filled lives.

In under three years, we transformed this B2C account from minimal monthly spend to a market leader - **scaling over 50x MoM revenue and spend 100x.**

This is now a recognised industry case study for high-velocity, sustainable growth. In support of their multi-million monthly spend, we now deliver 550+ ads per month alongside our strategic management of Meta, Google and TikTok in the UK, Europe, the US and Asia.

Our biggest lever for growth has been creative testing - in Q4 2024 we went from **5 to 20 A/B tests**, from **45 to 120 creatives tested** and a **conversion lift study**, resulting in a **119% increase in revenue** and **2 x orders** compared to Q4 2023.

Results

532% increase in bookings YoY

58% reduction in Meta CPAs





Hillier Garden Centres is a family-run British chain known for its award-winning plants and expert gardening advice across its 22 UK locations.

We provide a range of services for Hillier, including Google Search Ads, Google Shopping, Facebook, SEO and conversion rate optimisation. A key area of focus in Q1 was setting up Performance Max campaigns. By Q2 almost half of all transactions were coming from this campaign. On paid social, we have launched various campaigns including competitions to win prizes. We also set up Facebook Shops which allows Hillier to advertise products to users without them having to navigate through different platforms.

Our CRO team is continually testing different areas of the site to ensure the PPC and SEO traffic doesn't go to waste – this includes regular audits, A/B testing, sticky footers etc.

Results

76% increase in clicks from Google Search Ads

100% increase in transaction value through Google Search Ads

752% return on ad spend for the higher value Performance Max campaign

16% increase in page one visibility on Google





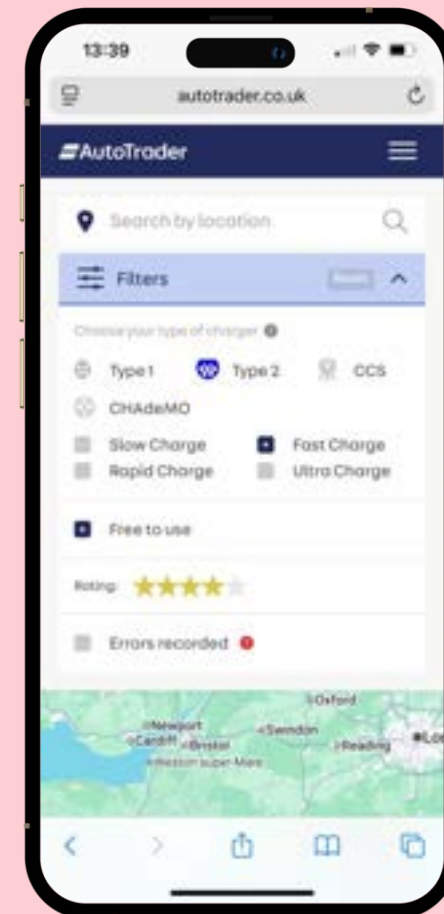
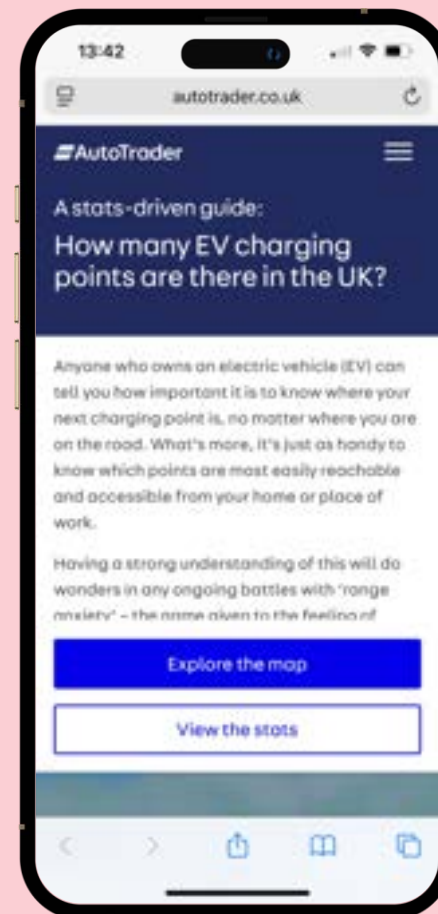
AutoTrader is known across the UK as one of the largest second-hand car sales websites. However, with the emergence of the EV market, AutoTrader needed to establish themselves as a presence in this space.

Our work

- Built a range of content assets and placed them under the key folder/cars/electric/
- Executed a major outreach campaign to acquire links
- Leveraged internal linking from the assets

The results

- 362 placements and backlinks acquired
- 932 top 10 EV keyword rankings
- Moved from 15th to 3rd place in SEO share of voice for targeted EV keywords
- 12x organic traffic



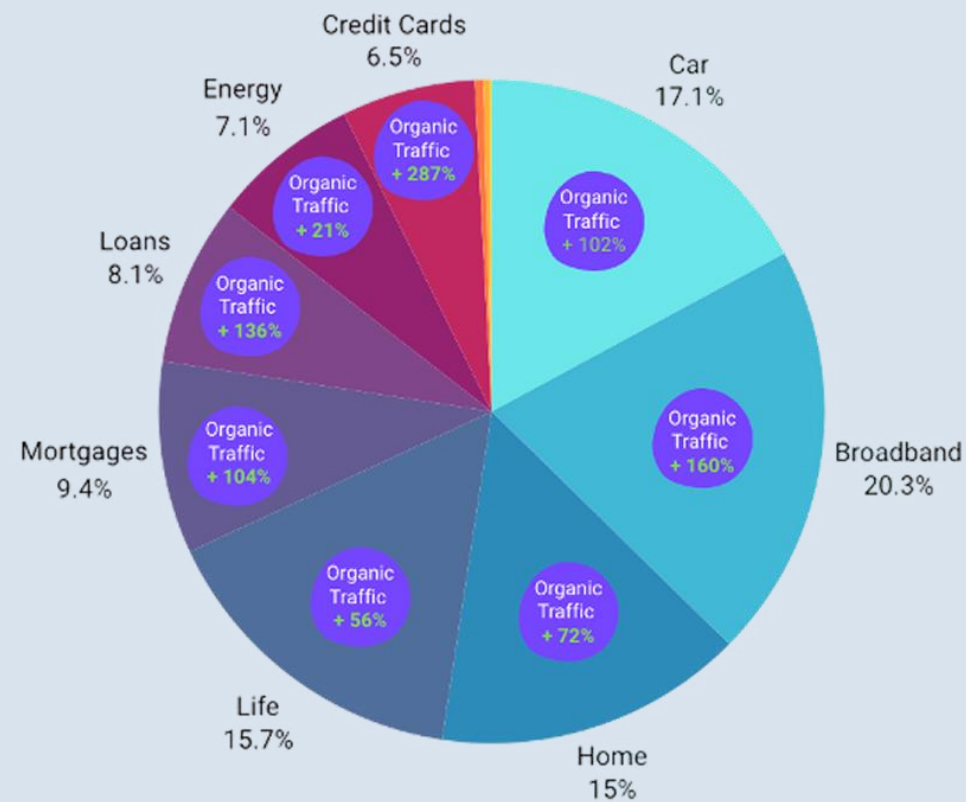
Compare the Market is one of the UK's largest price comparison sites, allowing consumers to search for the best deals across car insurance, loans, credit cards, and much more.

Our work

- Built over 40 content assets
- Executed outreach campaign to acquire links

The results

- Secured over 2,000 backlinks and counting, including 150+ .gov and .ac.uk links
- Page-1 rankings have grown by over 60,000 keywords
- Contributed towards more than +100% growth in organic visibility





Direct Line, one of the UK's leading insurers, focuses on direct customer relationships—no brokers, no comparison sites. We delivered two targeted SEO campaigns to boost visibility and sales.

Business Insurance

We resolved SEO barriers, improved site structure and backlinks, and optimised product content, moving Direct Line from 10th to 1st place in rankings.

Results:

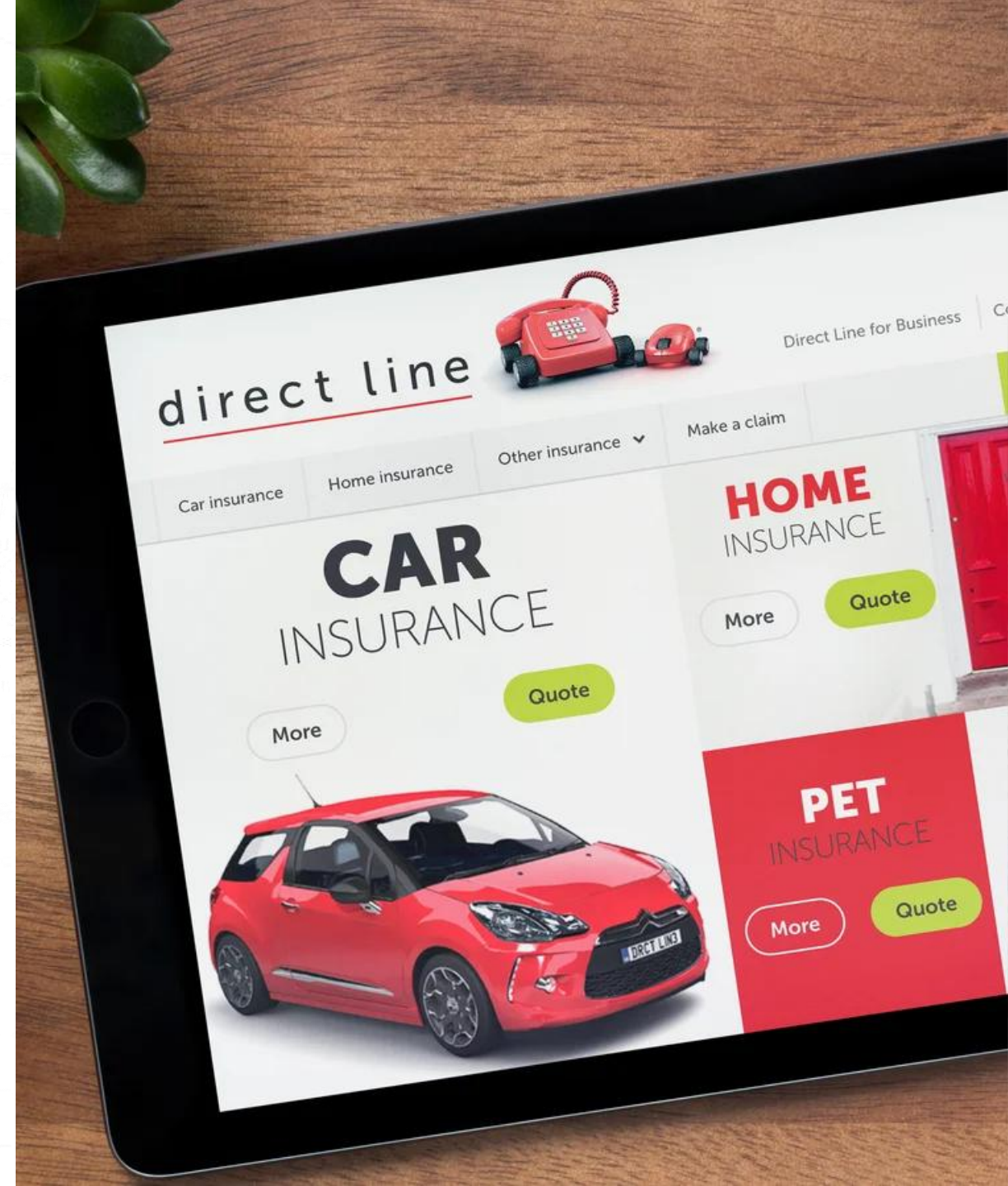
- £150,000 PPC saving
- +50% organic traffic
- +399% policy quotations
- +491% policy sales

Life Insurance

Following a manual penalty at rank #47, we fixed technical, on-page, and authority issues, restoring credibility and growth.

Results:

- +975% organic traffic
- Rank #4 for "Life Insurance"
- +300% policy sales



GAIN Performance

Let's **talk**

Ways to get in touch

Gain Performance

gcloud-enquiries@thisisgain.com

