



#RUGGED DIGITAL DESIGN & MARKETING AUTOMATION

iKey Digital Design & Pardot CRM Marketing





Overview


iKey is a successful business that has perfected the design and manufacture of premium quality keyboards over the past 31 years. Built from humble beginnings in an Austin, Texas garage, iKey's products are now the *leader* in the rugged peripherals market, and used everywhere from Air Force One to your local hospital.

iKey manufactures the world's most complete line of rugged computer peripherals, including keyboards, pointing devices, displays, tablet cases and mobile accessories. They provide excellent, personal customer service and product often ships within 2 to 7 business days from the date of order.

Discovery & Strategy

- Establish a clean and consistent brand identity
- Redesign digital marketing assets, product sheets and industry brochures
- Perform an audit of a large and aging, poorly performing Wordpress website
- Implement SEO to increase organic search results and website traffic
- Redesign and expand Google Display Network and PPC keyword ad campaigns
- Improve Salesforce CRM and implement Pardot marketing automation
- Design and build marketing automation templates, emails, lists, landing pages and forms

Sales Sheets and Case Studies


MILITARY SOLUTIONS
 STANDARD PRODUCTS AND CUSTOMIZED SOLUTIONS



The toughest keyboard we'll ever make is for military applications.

Constant usage and harsh environments are two key factors we design for in keyboards used by military operations. Key has more than 25 years of experience customizing products for military customers around the globe, we customize keyboards for tablets, wearable keyboards, keyboards for troops, base camps, those used in vehicles, helicopters, planes and more. Our keyboards are engineered and tested to the highest standards to withstand dirt, dust, water, other liquids, vibration and temperature extremes. They offer you a wide range of models that meet MilSpec standards for use indoors, outdoors and for mobile use.

NEW RUGGED TABLET • LAPTOP SOLUTIONS

Key's rugged keyboards are the ideal choice to pair with a rugged tablet or laptop. Our keyboards are sealed to NEMA 4X IP 67 specifications and can be easily cleaned to ensure effective operation. Key keyboards are so trusted they are often paired with some of the best technology brands for rugged tablets.

Real Customized™

Build to order from your specifications with Key's in-house engineering and design. We can work with you to develop the perfect keyboard for your needs. We will share our project experience with you and ensure you get exactly what you need and can easily change function keys, levels of backlighting and LED backlit colors, including NIS-compatible options. We will share our project experience with you and ensure you get exactly what you need. We can design for operability both day and night. Key can customize any solution for key functionality, porting devices, mounting holes, cable connectors and more.

ARMY NAVY AIR FORCE • MILITARY DISTRIBUTORS • DEFENSE CONTRACTORS • MILITARY BASES • RUGGED MANUFACTURERS

KEY IS THE #1 SOURCE FOR THE WORLD'S MILITARY KEYBOARDS AND PERIPHERALS.

email: info@ikey.com | www.ikey.com | (512) 837-0263

© 2016 Key, Ltd. All rights reserved. Real Customized™ has been filed for trademark. **Real Tough for Real Life.**



RUGGED MOBILE SOLUTION



SAMSUNG GALAXY TAB ACTIVE2 RUGGED TABLET • ATTACHABLE iKEY KEYBOARD IK-SAM-AT

Samsung and Key are heavily focused on delivering rugged, mobile solutions to those working in the field, including public safety, fleet, industrial locations, marine/shipyard, and any harsh environments with the release of the new Galaxy Tab Active2 and Key's IK-SAM-AT attachable keyboard, and other Key rugged keyboard solutions.

You will drop it. You will use it. You will use it places where it will be hot, or cold, it will be dusty and wet, and the Tab Active 2 with Key Keyboard will take you everywhere you need to go. The Tab Active2 was subjected to 21 MIL-STD-883C tests and it passed (D21 Test, June 2018). In addition to this certification, it is IP68 dust and water resistant, and the Key keyboard is built to match.

The Tab Active2 has an S Pen for taking quick notes in the field, and if you need take longer notes, or make reports, that's where the Key keyboard comes in. The Tab Active 2 also has a removable 4,450mAh battery so you can quickly swap it out and keep going when it isn't possible to plug into an AC outlet. Battery life is estimated at up to 11 hours, so it will last through an entire work shift.

The Key keyboard is designed exclusively for the Samsung Galaxy Tab Active2 Rugged Tablet. The rugged snap-on keyboard is designed to meet military specifications and IP64 standards. The keyboard easily snaps into place, providing additional tablet protection as well as an excellent typing experience. It also includes a USB-C charging port for charging the tablet.

This keyboard's unique ruggedness, along with its compact package, is perfect for a wide variety of applications including utilities, fleet, military, law enforcement, material handling, industrial applications, or any harsh use environment. The Galaxy Tab Active2 helps accelerate the digital transformation of key industries by offering a wider range of features such as biometrics integration, multi-window screens and S Pen capabilities that function in extreme working conditions, ultimately improving worker productivity and flexibility.

Part # IK-SAM-AT Available for Pre-Order Now

email: info@ikey.com | www.ikey.com | (512) 837-0263

© 2018 Key, Ltd. Samsung is a registered trademark of Samsung. All rights reserved. **Real Tough for Real Life.**


INDUSTRIAL SOLUTIONS
 STANDARD PRODUCTS AND CUSTOMIZED SOLUTIONS



iKey Industrial Solutions

Key is the world's top quality manufacturer of industrial keyboards and pointing devices. With two decades of experience producing longlasting, rugged computer peripherals, Key offers higher standards and superior durability.

BT-SK-FSR

- Integrated force sensing resistor pointing device
- Stainless steel case
- 25 function keys and 10 key numeric keypad

DS-SK-FSR

- Customizable case with mounting holes
- Integrated force sensing resistor pointing device
- Meets NISDA A1 specifications

PM-SK-FSR

- Stainless steel case
- Panel mount with force sensing resistor pointing device
- 10 key numeric pad and 20 function keys

IP-50-PM-FSR-1700

- Stainless steel case
- Backlight touchscreens
- NISDA A1
- 15 key general mount
- 1700 lux brightness

BT-670-TP

- Integrated touchpad and mounting holes
- Backlightable Bluetooth wireless
- Real LED backlight (blue/white)

IP-12-DMT

- Recessed touchscreens
- 17 inch display
- OEM assembly kit

email: info@ikey.com | www.ikey.com | (512) 837-0263

© 2017 Key, Ltd. All rights reserved. Real Customized™ has been filed for trademark. **Real Tough for Real Life.**

Design, Audit & Build Digital Assets

The team needed to work together with other stakeholders to deliver results. And deliver we did.

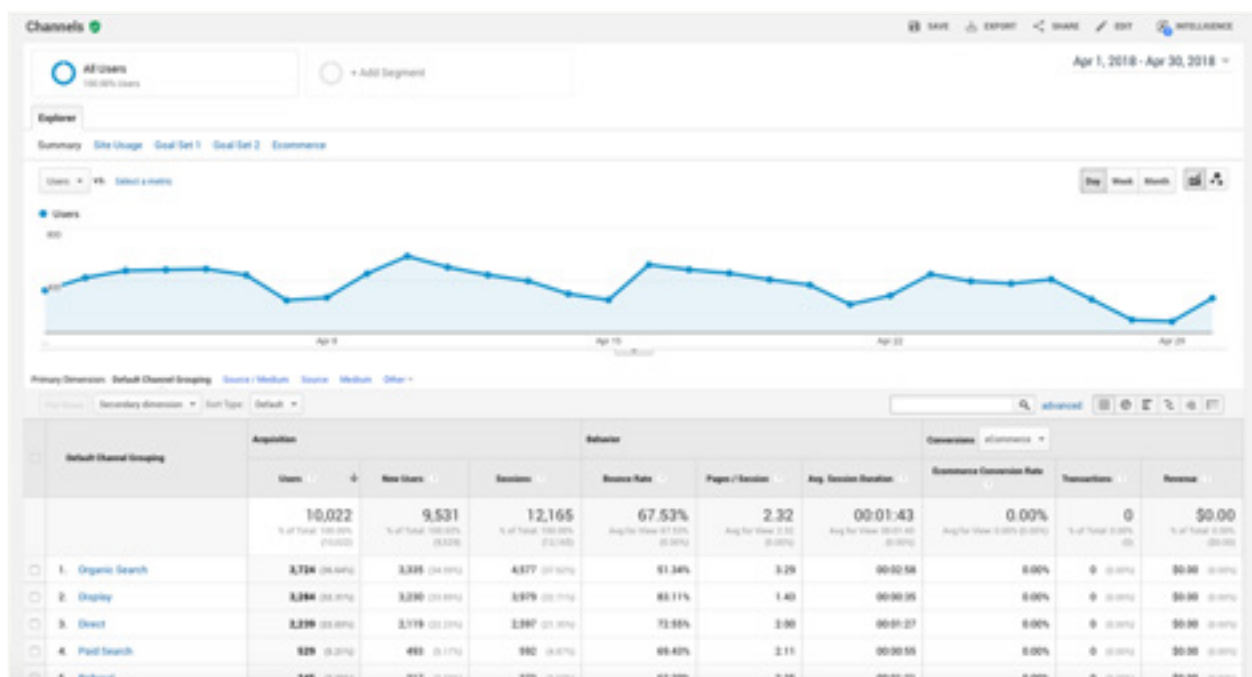
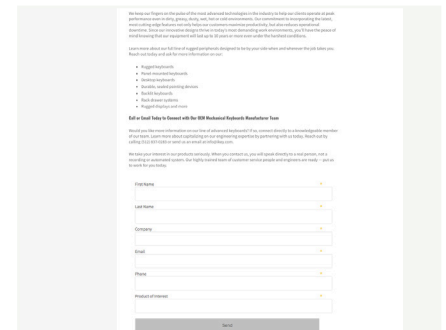
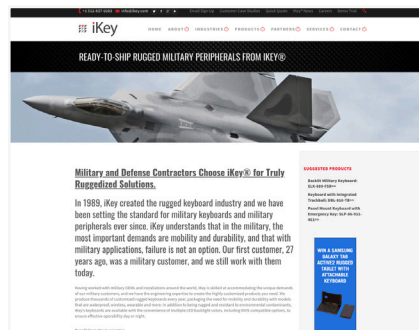
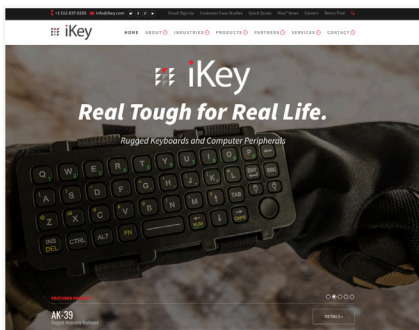
The website achieved an impressive increase in metrics. In auditing and adding key pages to the website, we improved sessions, duration of online visits, decreased bounce rate, and realized an impressive conversion rate.

Prospects increased by **130%**

Google click rate **1%**

17,000 website visitors per month up from **8,500** two years ago.

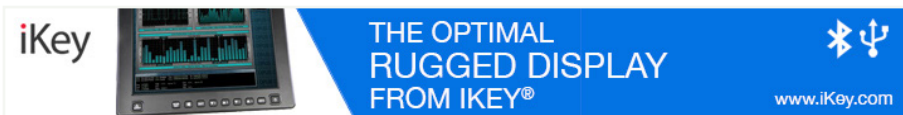
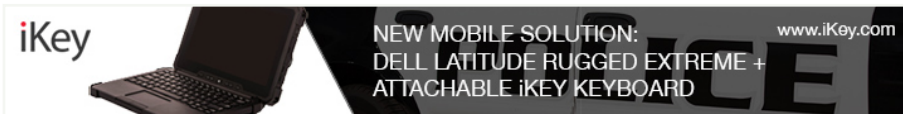
Website SEO Audit and Landing Pages



"With the support of the Google Display Network, we could easily increase our reach. Through specific targeting, we're now able to reach those people who are interested in hearing about iKey's #rugged products."

Cathy Veri, Marketing Manager, iKey.

Google Display Ads



All accounts > http://www.ikey.com
www.ikey.com Raw Data New Site

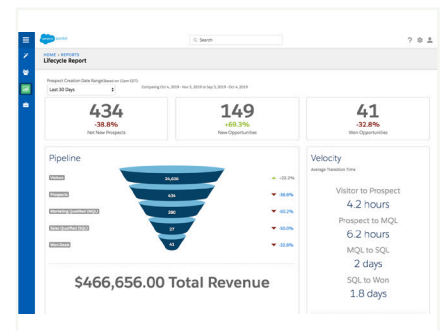
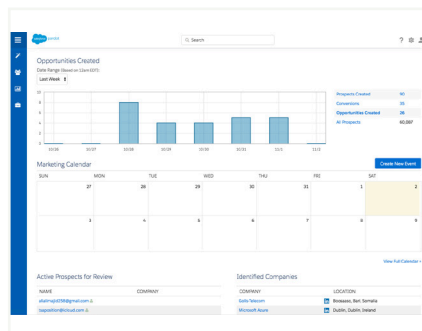
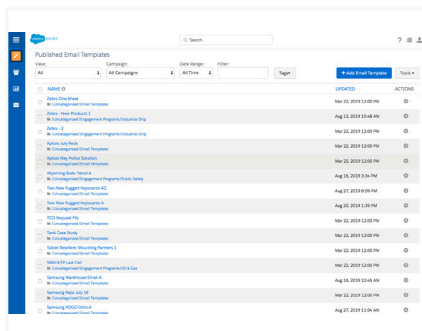
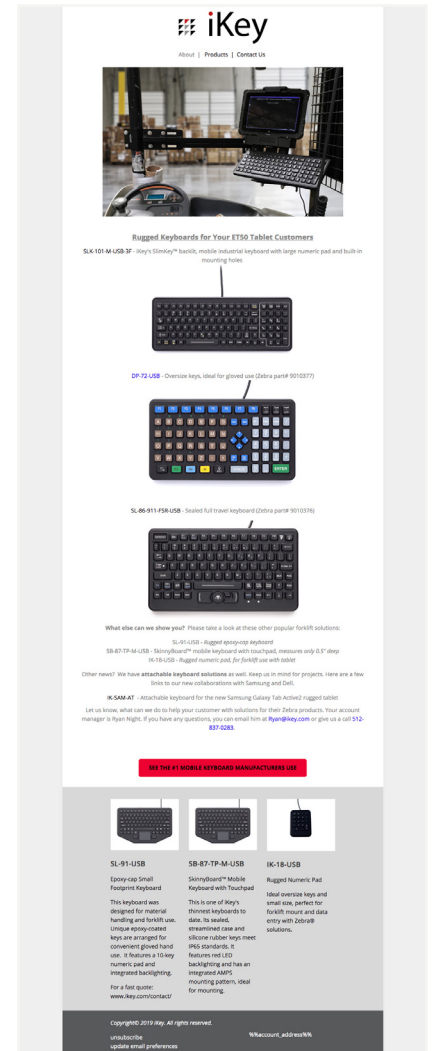
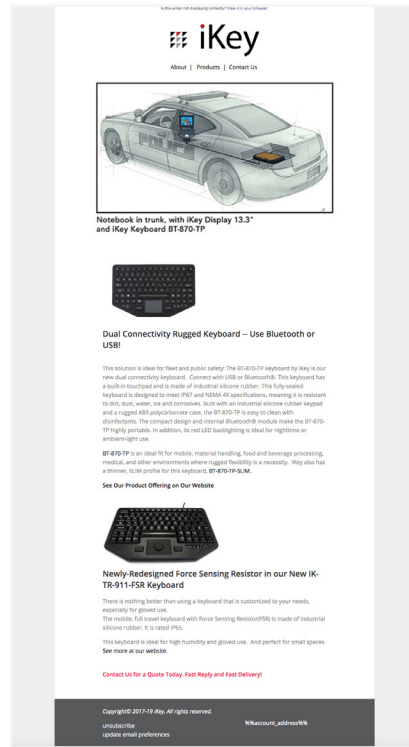
	Campaign / Campaign ID	Clicks	Cost	CPC	Users	Sessions	Bounce Rate	Pages / Session	Ecommerce Conversion Rate	Transactions	Revenue
		5,382 % of Total: 100.00% (5,382)	\$4,320.35 % of Total: 100.00% (\$4,320.35)	\$0.80 Avg for View: \$0.80 (0.00%)	4,108 % of Total: 40.23% (10,211)	4,962 % of Total: 40.05% (12,390)	82.45% Avg for View: 69.09% (19.34%)	1.48 Avg for View: 2.20 (-32.59%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1.	[DISPLAY] iKey General 72247539	866 (16.09%)	\$1,279.12 (29.61%)	\$1.48	800 (19.42%)	847 (17.07%)	65.41%	2.13	0.00%	0 (0.00%)	\$0.00 (0.00%)
2.	[DISPLAY] Zebra 869339237	619 (11.50%)	\$457.29 (10.58%)	\$0.74	501 (12.16%)	609 (12.27%)	88.83%	1.22	0.00%	0 (0.00%)	\$0.00 (0.00%)
3.	[DISPLAY] Samsung US 1338449921	561 (10.42%)	\$261.44 (6.05%)	\$0.47	390 (9.47%)	515 (10.38%)	88.74%	1.18	0.00%	0 (0.00%)	\$0.00 (0.00%)
4.	[DISPLAY] Philippines Zebra 1371180919	509 (9.46%)	\$74.31 (1.72%)	\$0.15	225 (5.46%)	296 (5.97%)	88.85%	1.17	0.00%	0 (0.00%)	\$0.00 (0.00%)
5.	[DISPLAY] Forklift 1024257973	477 (8.86%)	\$150.59 (3.49%)	\$0.32	361 (8.76%)	458 (9.23%)	90.39%	1.23	0.00%	0 (0.00%)	\$0.00 (0.00%)
6.	[DISPLAY] Police/Emergency Vehicle 1023872067	475 (8.83%)	\$217.99 (5.05%)	\$0.46	349 (8.47%)	454 (9.15%)	88.33%	1.17	0.00%	0 (0.00%)	\$0.00 (0.00%)
7.	[DISPLAY] Cold Storage 1023014312	426 (7.92%)	\$151.82 (3.51%)	\$0.36	293 (7.11%)	415 (8.36%)	90.12%	1.21	0.00%	0 (0.00%)	\$0.00 (0.00%)
8.	[DISPLAY] Medical - UK 746943504	280 (5.20%)	\$366.86 (8.49%)	\$1.31	231 (5.61%)	250 (5.04%)	81.20%	1.38	0.00%	0 (0.00%)	\$0.00 (0.00%)
9.	[DISPLAY] Military 869646936	251 (4.66%)	\$174.92 (4.05%)	\$0.70	182 (4.42%)	238 (4.80%)	90.34%	1.20	0.00%	0 (0.00%)	\$0.00 (0.00%)
10.	[DISPLAY] Samsung Australia 1371011900	217 (4.03%)	\$144.41 (3.34%)	\$0.67	152 (3.69%)	179 (3.61%)	88.27%	1.21	0.00%	0 (0.00%)	\$0.00 (0.00%)

Show rows: 10 Go to: 1 1 - 10 of 22

Implement Pardot Marketing Automation

The team created users, prospect lists, segmentations, landing pages, forms and scoring on Pardot. We created drip campaigns based on targeted industries and directed our Google Display Network campaigns to our iKey and Pardot landing pages and began tracking our conversion results.

Email Campaigns



A photograph of a person's hand interacting with a rugged tablet mounted in a vehicle. The tablet displays a map application with various layers and data. The vehicle's interior, including the steering wheel and dashboard, is visible in the background.

About Me

Experienced and talented Art Director, Sr. Graphic Designer with over a decade of digital design and marketing experience. I have worked with numerous companies and advertising agencies all over the world to deliver concepts, digital and print assets, deliverables and collateral for marketing campaigns, Web pages and social media marketing.

Because of my diverse experience and background, I bring a unique set of creative and technical skills to every team project. Experienced and talented Art Director, Sr. Graphic Designer with over a decade of digital design and marketing experience. I have worked with numerous companies and advertising agencies to deliver concepts, digital and print assets, deliverables and collateral for marketing campaigns, Web pages and social media marketing.

GET IN TOUCH