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Welcome!



Mike Jacobson | CEO

Hello and welcome to the first of a new generation of Ayima's newsletter – Newsletter 2.0. We hope to make this a regular quarterly publication that will bring news of the company and the Industry to our investors, clients, staff and other interested industry people. We aim to give some insight into the amazing people at Ayima and the unique culture and working environment we have built over the years.

This initial edition has an update on general post-pandemic working life at Ayima from our UK Managing Director, Nicky Applegarth as well as news of an exciting new department that will bring new cutting edge services to the market. In addition there are updates on upcoming speaking gigs from our star consultants and news of the launch of our new Ayima Insights club for digital marketers.

So welcome to Ayima Newsletter 2.0, volume 1, edition 1. (v 2.1.1). if you have any feedback on the content or suggestions for future editions, please feel free to get in touch at contact@ayima.com.

Our workspace plan post Covid



**N. Applegarth
Managing Director**

Little did I know that when, on 16th March 2020, we advised all our London staff that we were closing the office for a 'period of time and in line with government guidelines' that 16 months on, we would all still be spending the majority of our time working from home, communicating via Google Hangouts, Zoom and Slack, and forgetting what people looked like from the chest down.

We were, however, more fortunate than most organisations, in my opinion. As we have been ISO 27001 accredited for a number of years, we had a tried and tested Business Continuity Plan in place, which, alongside the fact that we are a flexible organisation and allowed staff to work from home on an ad-hoc basis, meant that everyone had already had some experience of what was about to become the new normal.

The health and happiness of our team have always been incredibly important to us, so we very quickly revised our Remote Working guidelines to provide suggestions and recommendations on the steps people could implement to help with their physical and mental well-being. These included setting reminders to move, trying to fit in exercise, not forgetting to eat lunch, setting aside a dedicated area to work if possible and most

importantly, ensuring that everyone keeps connected through regular video calls. Our 'Stay Safe and Stay Sane' booklet gave our team information and resources on how to stay active, how to take care of their mental health, creative things that they could do to prevent boredom in the evenings and on weekends, things to do with their kids, ideas for what to watch, read and listen to, and links to what to cook during quarantine (I am sure that most people around the UK made banana bread at some point...).

We also sent out regular staff surveys to assess, amongst other things, how everyone was finding working from home, what was working well and what would be better if, and things they felt we should consider when returning to the office.

Last summer, after an external company carried out a Covid risk assessment of our office, ➔



Our workspace plan post Covid, continued...

and in line with government guidelines, we were able to offer our Lindsey Street office as a place to work for those that chose. In addition to people being able to collaborate face to face, this move facilitated social interaction and the ability for staff to come in and collect equipment to improve their home setup.

So, where are we now?

Everyone has enjoyed the flexibility that working from home brings and the marked improvements to their work/life balance. However, although everyone has stayed as connected as possible, and we have continued with 'social events' as best as we can, there most certainly is no substitute for seeing each other in the flesh.



So it's clear from all the team's views that as a business, we need to be leveraging the best of the remote working and face to face worlds. And our ultimate objective as management is to provide a safe workplace and have a happy workforce, with servicing our clients and growing the business at the forefront of our minds.

Having let our office go when its lease expired in December last year, we have taken the decision to start the transition back into the world of the old normal by working together in a co-located office space. We have chosen a company that offers a few different locations in and around central London and

has a vibe that totally suits us as an agency. Everyone is looking forward to meeting up again to work together face to face and spend time with each other socially. So once government guidelines allow, we'll start getting everyone back together again and will encourage people to share with us what's working well and what could be working better at the end of Q3. We anticipate that it might not be perfect straight away, but we are asking everyone to keep an open mind and embrace that there's going to be a settling back in period.

Then, towards the end of the year, we will start looking for a new office of our own, much smaller than our last office and set up to encourage more face to face interaction, teamwork and collaboration.

And what have we learnt?

We are a resilient and strong, tight-knit team. We are adaptable and not shy of embracing new technology and ways of working. We have been supportive of each other and our clients and have embraced the flexibility that working from home allows without compromising the quality of our work or the way that we service our valued client base. There's a genuine sense of camaraderie, demonstrated in the emotions shown when we have recently met up in the permissible groups of 6. Our clients have appreciated our flexibility in the way we work with them, as we have all faced challenges as businesses.

I am immensely proud of the way the team has adjusted to everything that has been thrown at them, and we are all feeling very positive about the remainder of 2021 and beyond.

SEO



London Head of SEO speaking at BrightonSEO

Our Head of SEO in the London office, Martin Fennon, will speak at the industry-leading BrightonSEO conference in July 2021. It marks Ayima's first time at the prestigious event since the beginning of the COVID-19 pandemic.

BrightonSEO is a paid event attended by specialist SEOs from the U.K. and around the world. The previous event had 3,500 tickets available, and it sold out in just 13 minutes. Martin's talk will centre on the topic, "Crawling vs Indexing - What exactly is the difference, and how do you win at both?" He will present a case study and illustrate actionable insights for SEO experts from both marketing and industry viewpoints. This is a great opportunity for us to showcase our expertise to the industry.

SEO



London Client Growth Manager delivering opening talk at 2021 Sales Innovation Expo

Rich Ingilby, our Client Growth Manager in the U.K. and EMEA, was the opening keynote speaker at the virtual Sales Innovation Expo on 16th June 2021. He spoke to an audience of B2B specialists around the world on the topic of "Listening to your customers: How insights from Google can help your wider business."

Rich highlighted the benefits for business units to use search data to inform their decision making on all aspects of digital marketing, including forecasting, product research, and building customer personas. And he has more speaking events coming up this summer, but we won't share any spoilers just yet.



Ayima offer Page Speed as a Service

With our service, we can provide reports with detailed visualisations on PageSpeed scores broken down into many page speed metrics such as round-trip-times, server response times, file size optimizations and much more. Additionally, our service provides the same insights on competitor websites. This allows us to easily identify areas in which we need to improve in order to keep on top of the competition.

Our reports can also display data on a page type level. This can provide valuable information as it

maybe the case that one page type is underperforming in comparison to all other page types. With the insights we provide, we can identify the common causes and provide quick suggestions on how to fix them.



PAID MEDIA



Paid team react to iOS14/ATT changes

Apple recently rolled out its latest privacy updates. This means that all iOS apps are now required to show users a standardized prompt asking them to opt in (rather than opt out) of being tracked. This caused a stir in the advertising world, particularly on Facebook. At Ayima, we focused on educating our clients around the steps needed to prepare for this update, and the changes we expected to see.

We're now nearly two months into the update, and our Paid Social clients have weathered it well. They've seen negligible changes to their results, thanks to the work our team put in to revise and adjust our strategies and best practices.



- ✓ In-depth SEO, paid media, content or digital marketing insights tailored to you
- ✓ Priority access to all Ayima workshops and industry specific sessions
- ✓ A free bank of digital advertising scripts and templates, accessible at any time
- ✓ Free access to white-papers published by Ayima and our partners
- ✓ A monthly round-up of all the latest need-to-know digital marketing news
- ✓ A free bank of digital advertising scripts and templates, accessible at any time
- ✓ Priority access to all Ayima webinars

Ayima launch exclusive subscription, Ayima Insights Club

Ayima's busy June schedule continued with the launch of our exclusive subscription service, Ayima Insights Club. It's a free, personalised service where users select their interests, and we then send them exclusive and relevant information. This adds even more value to the content we produce, pushing it to a wider audience, and increases the opportunities for us to connect with and stay in touch with interested prospects.

Ayima create new visual tool, Adsplore, to measure Facebook ad performance

Creative plays a key role in a proper advertising strategy on Facebook, but it's often cumbersome to report on results alongside the creative images themselves. To streamline this reporting process, Ayima's Paid and Data teams worked together to create a new tool called Adsplore, which pulls in aggregate creative performance directly next to the ad. This drastically reduces the time it takes for reporting as well as the potential to give clients access to real-time and easy to understand performance. Plus, it allows our teams to draw greater insights and trends across various campaigns.



Introducing Ayima's Data Engineering department

At Ayima, we believe that data is an increasingly important part of our business as we continue to grow, which is why we created a dedicated Data Engineering department. The team is spread between the London and North American offices—currently headed up by Alex Cohaniuc in London, and Alex Galea in Canada—with the goal to drive innovation and provide global support.

Alex C. explained that a big part of the job is to maintain the company's massive data infrastructure. By the numbers, we're talking 60 billion rows of stored data, sub-second reports, tens of millions of data points processed daily, and hundreds of reports updated daily.

The Data Engineering department recognizes the value of providing this data to the teams in SEO, Paid Media, and Analytics. By ingesting, transforming and modelling data ahead of time, Data Engineering helps our teams quickly and accurately extract business intelligence from data.



Exciting future plans include:

- ✔ Integrating more SEO and Paid Media data sources into our Data Warehouse.
- ✔ Using Digital Marketing industry expertise and automation to further enrich our data.
- ✔ Providing a standard set of holistic reports for all clients, in addition to custom offerings.

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