



CUSTOMER INSIGHT FOR BETTER OUTCOMES

Signeer worked with Kingston University on research that has widened the company's customer base, strengthened existing relationships and led to new employment

Project description and aims

Signeer is an online platform designed to simplify advertising on billboards and other outdoor spaces. Established on the belief that every small company should have easy access to affordable outdoor advertising, the website allows customers to order an outdoor poster for as short a period as a week via an easy-to-use online platform.

This project was a collaboration between innovative advertising agency Signeer and Kingston University and it aimed to make outdoor advertising available to everyone and design traffic estimation algorithms for advertising sites.

Impact on the business

Zach Mammadov, CEO of Signeer, said:

"The funding through London Fusion has been instrumental in helping us to create a massive impact that will be sustained going forward to deliver great service to the UK business community."

The research conducted by Kingston identified potential new users of the platform, tested some of the assumptions and produced valuable insights that the company will use to develop targeted strategies to engage potential advertiser groups and overcome any barriers for them. In addition, applying the knowledge to our marketing strategy has had a positive impact as it increased the interest of existing customers.

Future directions

- We will continue the collaboration with Kingston University.
- We will be looking for funding opportunities to follow up the research in areas that build on the work done within this project.



ESSENTIAL INFO

SME: Zach Mammadov, Signeer Ltd

Academics: Debra Riley, Ian Greatbatch, Kingston University

Duration: 4 months

PART FUNDED BY:



PROJECT PARTNERS:

