

Digital Acquisition Case Studies

From visibility to measurable results.

3 examples of challenges, strategies and results.



Visibility is no longer enough.

You may have an excellent product, a strong service and a credible brand.
If your digital acquisition is not structured, you are simply leaving part of the market to your competitors.

Nomis Insight helps structure growth channels, define priorities and improve performance.
The goal is not to stack isolated tactics, but to build a sustainable acquisition system.

Structure

Build solid foundations.

Prioritise

Focus effort on
impact.

Activate

Deploy effective
levers.

Improve

Measure and optimise
continuously.

Moteurs Baudouin

Industrial and marine engines · digital acquisition

International manufacturer of industrial and marine engines, operating in critical markets including energy, marine, data centres and power generation.



CHALLENGES	ACTIONS		
• Structure digital channels • Increase visibility and lead generation • Align marketing with business objectives	• Structured the acquisition strategy: content, SEO and AI search visibility • Optimised the website and performance: UX and technical improvements • Activated acquisition channels: paid media and visibility • Automated outreach and lead tracking through the CRM	+20K Social media followers	+40% Website visits
		20+ Strategic pages ranked in Google's top 5	+300 Qualified contacts added to the CRM

BUSINESS IMPACT Built a coherent acquisition system aligned with business objectives, making lead generation clearer and more effective.

Thales

Advanced technologies · digital acquisition

International group specialising in advanced technologies. In the banking sector, the focus was on digitalisation, security and customer experience.



CHALLENGES

- Generate qualified traffic on digital topics
- Improve content performance
- Structure lead generation

ACTIONS

- Structured acquisition through content and SEO
- Optimised strategic pages and content
- Activated acquisition channels through LinkedIn Ads
- Launched targeted email campaigns

+30%

Traffic on optimised pages

+16%

Downloads via email automation

12

Strategic pages ranked in Google's top 5

BUSINESS IMPACT

Structured acquisition initiatives in a demanding technical environment, improving visibility on high-value topics and generating more qualified leads.

FiltraOne

E-commerce · acquisition and conversion

E-commerce project launched from scratch, validating the market and optimising the conversion funnel with controlled investment.



CHALLENGES

- Validate the market
- Optimise the conversion funnel
- Build profitable acquisition with limited investment

ACTIONS

- Structured the sales funnel
- Activated acquisition channels through ads and content
- Optimised conversion through UX and offer improvements
- Analysed performance and iterated continuously

0,3 → 3%

Conversion rate improvement

1 MILLION

TikTok views

✓ **Market validated**

Confirmed demand and organic traction

BUSINESS IMPACT Optimised the conversion funnel and built a testable acquisition system, making it possible to quickly identify the key performance drivers.

A clear, results-driven approach.

Nomis Insight supports companies with a structured approach, from analysis to activation, to generate qualified leads and sustainable growth.

01 | Diagnosis

Fast and complete analysis of the current acquisition system

- Website, SEO and content audit
- Campaign and KPI analysis
- Identification of friction points and opportunities

02 | Structuration

Clarify positioning and acquisition priorities

- Alignment of messaging and offer
- Prioritisation of high-impact actions
- Clear and structured action plan

03 | Activation

Implement high-performing acquisition channels

- SEO, content and visibility
- Google and LinkedIn campaigns
- Lead tracking, analysis and continuous optimisation

A clear, results-driven approach.

30-minute call to review your acquisition strategy and identify the first high-impact actions.



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**LET'S TALK ABOUT YOUR
ACQUISITION**