

**CASE STUDY:** Transforming Engagement to Opportunity

# How fishbat's Unique National Simplicity Day Campaign Drove Millions in Revenue and Generated Qualified Leads

For over 30 years, Clarity has been dedicated to using technology to simplify benefits administration, reduce costs, and empower consumers. Recognizing the opportunity to showcase this commitment, we developed the National Simplicity Day campaign to align with Clarity's mission and promote their love for simplicity. This creative strategic initiative not only put Clarity's core values on display but also significantly increased traffic to their website and resulted in a surge of qualified leads.



Through this campaign, fishbat was able to drive a surge in qualified leads by generating:

**1 Million**  
impressions

**4,161**  
click Throughs

**276%** increase in  
Facebook fans

**160%** increase  
in Website  
Traffic



### Our Objective

The campaign aimed to enhance Clarity Benefits Solutions' visibility and engagement by promoting their commitment to simplicity through National Simplicity Day and ultimately drive qualified leads.



### Our Strategy

We implemented a multi-faceted strategy to enhance brand awareness, impressions, engagement, and followers. This approach included leveraging search engine optimization (SEO), retargeting ads, website optimization, and email nurture campaigns.

