



Open Partners

The Agency of Next

Mission: **The Agency of Next**

Focused on the future so our clients don't have to, moving them into new opportunities faster.

Values: **Truly Open Partners**

Making decisions in our clients best interests through transparency, integrity, and mutual goals.

Model: **Media, Creative and Data**

Integrating all three top down and bottom up to guarantee accountability, speed, and effectiveness.

02. Headlines

5

Offices

150

Staff

50+

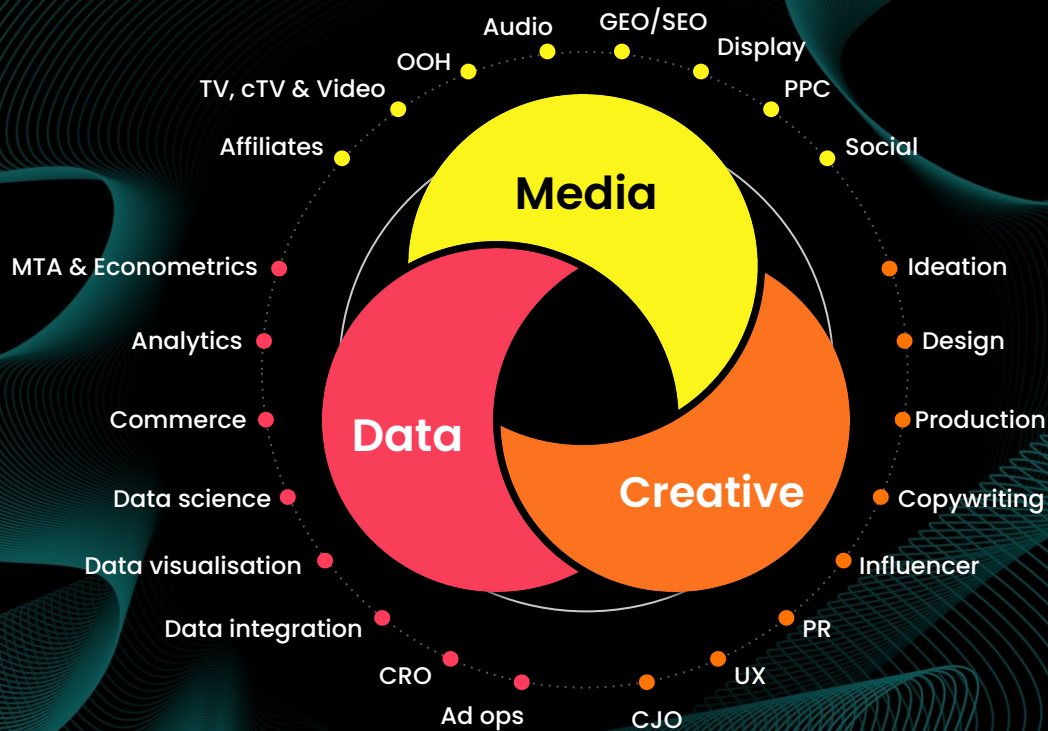
Clients

5

Territories



03. Services



04. Partners

Partners

 TikTok

 Meta

 amazon

Google

05. Commercials

Fees	Transparent
Rebates	Shared
Margin	Earned

INJURY LAWYERS 4U

Unleashing SEO Performance That Roars**470%**Increase in Organic
Search Traffic**199%**Increase in Organic
Search Leads**9x**More Visibility in
ChatGPT**Challenge****Strong Brand, Weak Visibility**

Despite strong brand awareness, IL4U weren't converting it into organic search performance. In a fiercely competitive legal market, their site wasn't pulling its weight and they needed a strategy that could scale.

Solution**From Foundations to Firepower**

We rebuilt the site from the ground up, aligning with technical best practices. Then we industrialised their content production rolling out EEAT-led pages at speed, backed by strategic off-site activity to boost authority and visibility.

Outcome**Search Dominance Secured**

IL4U now command their category in search. Organic traffic soared by 470%, and conversions climbed 199%. SEO has become one of their most powerful performance channels.



AI-Powered Ads That Drive Performance

+43%

Increase in
Click-Through Rates
(CTR)

+160%

Increase in Leasing
Application Starts*

-24%

Reduction in Cost
Per Acquisition
(CPA)

Challenge

Ads Weren't Reaching Maximum Potential

The clients' ad creatives were not fully optimised for platform best practices, with no visibility into which content was driving performance. This limited engagement and overall efficiency.

Solution

From Foundations to Firepower

We combined AI-driven creative optimisation, data-led creative testing, and enforced brand-specific best practices across Autotrader's ads to form a data-driven, evidence based strategy to empower performance.

Outcome

Boosted Performance, Reduced Costs

Open Partners transformed Autotrader's ad performance while reducing cost per acquisition in just two months. *One test also resulted in a 160% increase in leasing starts - a learning that was then applied across the account for continued upward performance.

Blind Case Study: Insurance

Doubling Presence in AI Search for a Leading Insurer

+100%

Increase in AI Search
Visibility

+85%

Gap Closure on the
Sector Leader

+21%

More Visibility in
ChatGPT

Challenge

Staying Seen in an AI World

A leading UK insurance brand faced a new threat: AI-powered search engines were changing how customers discover answers. Competing against major industry names, they needed to boost their visibility in these next-generation search results or risk losing ground.

Solution

Smarter, Faster, Better Search Strategy

We launched an integrated programme combining technical SEO, creative content, digital PR, and Generative Engine Optimisation (GEO). This forward-thinking approach focused on making the client's expertise easy for AI to find and recommend.

Outcome

Visibility Doubled, Future Secured

In just three months, the insurer doubled its presence in AI-driven search results, moving from 10.5% to 21% visibility. The gap to the main competitor shrank dramatically, while a steady flow of optimised content set the client up for ongoing success as AI search evolves.

Blind Case Study: Hospitality

The Game-Changing Hyperlocal Strategy for A Leading Pub Chain

+5.5M **£178M** **£4.13**

New Customers

Incremental
Revenue

Margin ROI for Every
£1 Spent

Challenge

The Need for Total Marketing Transformation

A nationwide, leading pub and hotel brand came to Open Partners struggling with several complex marketing challenges. With thousands of individual sites, the brand was struggling to engage locals to drive foot traffic in target areas, all the while battling inflation, changes in consumer behaviour, and a lack of investment confidence that hindered marketing potential.

Solution

The 'Always On' Hyperlocal Campaign + A Robust Measurement Framework

We fed the leading media platforms with best-in-class creative assets and data to deliver ultra-targeted, hyperlocal ad campaigns to drive footfall to pubs in key catchment areas. To boost investment confidence, we also created a robust attribution business model that demonstrated the margin ROI of marketing investment.

Outcome

Multi-Million Increases in Revenue & Customers + A New Investment Confidence

Between August 2021 and September 2024, our campaigns delivered over £175M in incremental revenue, 5.5M additional customers, and increased investment confidence by 610% - a 7x investment increase. Correlating with this were steady improvements in brand awareness (+15%) and consideration (+22%).