

Absolute Digital Media Become UK Biddable Media Award Nominees For 2019

Friday 8 February, 2019

Following on from a fresh new rebrand earlier this year, Absolute Digital Media are continuing their exciting new year with a nomination for Charity Campaign of the Year at the UK Biddable Media Awards. Nominated for their work with The National Childbirth Trust, Absolute Digital Media have joined an exciting array of nominees for their chance to secure the award.

The UK Biddable Media Awards take place annually, offering the perfect platform for celebrating all that the biddable media industry has to offer. Absolute Digital Media secured their position in the shortlist through their innovative and tailored use of bidding strategies to assist The National Childbirth Trust in gaining the results and visibility that they deserve.

Through a carefully tailored strategy that utilised A/B testing, Keyword Research and more, Absolute Digital Media brought a 214% rise in click-through rate, a 52% rise in bookings for antenatal and prenatal courses and a 15.25% improvement in cost-per-click. They helped NCT maintain and manage their Google Grant through following specific guidelines, utilising their expertise in the industry to form a campaign worthy of the UK's largest parenting charity.

When asked about the nomination, CEO of Absolute Digital Media, Ben Austin, commented:

"The team and I here at Absolute Digital Media are extremely proud to announce that we have been shortlisted for Charity Campaign of the Year for our work with NCT at this year's UK biddable awards. We are over the moon to see such a success following the relaunch of the company and are very excited to see what 2019 has in store for us as a business."

This year's UK Biddable Media Awards will take place at the Montcalm Marble Arch in London on the 7th March. The award will see the winners announced after a Welcome Drinks reception and a three-course dinner, and entertainment is set to follow the awards ceremony.

To find out more about Absolute Digital Media's PPC service, or to take a look at their SEO, UX, Social Media, Content Marketing and other services, [visit their website](#). You can also get in touch with the team on **0800 088 6000**.

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Absolute Digital Media

T. 01245 287 864

E. social@absolute.digital

W. <https://absolute.digital/>

Additional Contact(s):

studio@absolute.digital

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