

A.T.Cross Selects Ideal Interface for Digital Strategy Execution

Friday 8 April, 2016

A.T.Cross, manufacturer of fine writing instruments, timepieces, and personal accessories has selected Digital Strategy and Marketing Agency, Ideal Interface.

The scope of the partnership includes digital and eCommerce consultancy, search engine optimisation, digital performance marketing and paid social media activity across A.T. Cross' European eCommerce portfolio.

The Glasgow-based digital consultancy was selected because of its extensive international eCommerce and online marketing experience with proven results.

Ben Hall, European Online Marketing Manager at A.T. Cross says, 'The Ideal Interface team demonstrated not only their obsession with online marketing and eCommerce, but could show a campaign-led results mentality that we identified with. That made them the natural choice for improving the online acquisition and eCommerce at A.T. Cross.'

Hayden Sutherland, owner and consulting lead at Ideal Interface says, 'Winning Cross is fantastic. It's a reflection of the effort and expertise the team puts into every piece of work. Our brief is to help A.T. Cross develop its digital strategy and improve acquisition and conversion across all online channels. It's a really exciting company to work for because of its wide ranging consumer and social focus.'

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