

WiT Group Awarded 2024 Most Innovative Digital Advertising Firm by Corporate Vision

WiT Group Named 2024's Most Innovative Digital Advertising Firm by Corporate Vision for its a Client-Focused Growth Marketing and Performance-Based Strategies

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WiT Group is excited to announce that Corporate Vision has recognized it as the 2024 Most Innovative Digital Advertising Firm in its September 2024 issue. This recognition highlights WiT Group's commitment to pushing the boundaries of what's possible in digital advertising. The agency's innovative approach, built on a foundation of performance-based advertising and the ICCO (Interest, Captivate, Convert, and Optimize) [Growth Marketing](#) method, has been a key factor in earning this award.



2024 Most Innovative Digital Advertising Firm in North Carolina by Corporate Vision

“

The engagement has led to a measurable increase in sales and a consistent lead volume, exceeding expectations. Their timely delivery and consistent communication make for a seamless engagement.”

Calvin Stiles

Corporate Vision magazine is dedicated to showcasing businesses that exemplify innovation and effectiveness. It focuses on companies that leverage technology, AI, and data analytics to shape the future of their industries.

WiT Group's success as a digital marketing and performance-based advertising agency is intricately tied to its client's success, which is reflected in their work. For example, the collaboration with Phillips Pet Food and Supplies led to a 30% increase in auto-ship numbers and boosted their Return on Ad Spend (ROAS) from 3x to 5.25x.

Similarly, the agency's efforts with NextEra resulted in a 40% reduction in cost per lead, demonstrating WiT Group's capacity to enhance marketing efficiency and lead quality.

Clients have voiced their appreciation for WiT Group's results-driven approach:

“WiT Group's [SEO](#) and SEM campaigns have effectively connected our team with the target

market. The highly responsive team has executed a smooth workflow through effective communication and timeliness. Their knowledge and expertise in their field have been vital to our partnership's success."

- Andy Thomas, President, Andy Thomas Careers Now

"The engagement has led to a measurable increase in sales and a consistent lead volume, exceeding expectations. WiT Group has gone above and beyond to meet our needs and requirements. Above all, their timely delivery and consistent communication make for a seamless engagement."

- Calvin Stiles, Co-Founder / CFO, European Machinery Services

This award is a significant addition to WiT Group's accolades in 2024, which include being named among Charlotte's Largest Digital Advertising and Marketing Agencies by The Charlotte Business Journal. As the second award received from Corporate Vision, following the 2022 Media Innovator Award, the team at WiT Group is proud to continue being recognized for its hard work and commitment to innovation.

Researchers at Corporate Vision carefully judged nominees based on merit rather than votes. To access the complete list of 2024 award winners, please visit: <https://www.corporatevision-news.com/issue-9-2024/#issue-winner-az>

Please visit <https://WiTGroupAgency.com/free-online-audit/> for a FREE business audit.

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