



Atmel plugs into the power of digital marketing with Google AdWords.

About Atmel

Atmel® security devices is an inexpensive, easy, and ultra-secure way to protect firmware, software, and hardware products from cloning, counterfeiting, hacking, and other malicious threats. Due to ultra-secure hardware defense mechanisms, Atmel security devices provide Security at our Core.

Goals

- Use the reach of online marketing to get their products into the hands of out-of-the-way innovators.
- Introduce the brand to a new audience of tech builders and design dreamers who need their devices
- Make sure site visitors buy instead of bounce by shaping traffic to send the right people to the right pages

Results & Metrics

- Broke into new markets they hadn't even known were waiting
- 146% more visitors came to the website than the previous year
- The average conversion rate jumped to 11%
- Requests for product evaluations rose by 300%

Game Plan

Google AdWords

- Looked at real-time data like assisted conversions to plan targeting that would turn site visits into deeper engagement
- Used contextual targeting to reach new customers in niche and new markets and point previous site visitors to additional information
- Designed campaigns around new products and targeted industries like security and automotive, making sure they debuted to the right audience

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— Sander Arts - VP of Marketing and member of the Exec management team, Atmel

Atmel knew they had more customers out there. An AdWords digital strategist helped them reboot their online marketing and make the connection.

Why it worked

Dedication to the program

"Tom and the Atmel team were keen to put in the work on the back end to utilize the most efficient practices for capturing leads, like designing multiple landing pages specifically for capturing information and generating leads. Atmel also designed a lead nurturing system that was able to help convert additional prospects as well."

- Jake Feldman - Google Digital Strategist

Find the common ground

"We're not easy to understand; our platform is very broad. Jake came off as a technologist, was very comfortable, and spoke our language. He walked us through the ropes on how we could use Google to shape traffic, bring in more conversions, and get our products in the hands of more designers."

- Tom Vu - Sr. Manager of Digital Marketing - Atmel

Know your audience

"Google and Atmel are at a pivotal period of the intersection of technology and culture. By leveraging Google's SEM products, we have expanded our online footprint, increased our brand awareness and deepened the engagement with our audience, including talented and passionate makers, hackers, coders, and embedded enterprise engineers. These individuals live and work everywhere, within confined walls of offices at large OEMs, in garages at start-up companies, and in maker spaces. Together with Google, we reach them."

- Sander Arts - VP of Marketing and member of the Exec management team - Atmel



Tech device designer and manufacturer Atmel found a new customer base with AdWords and supercharged sales.

