

CASE STUDY

The East of England Development Agency Microsite

Background and Client Objectives

In December 2010, the East of England Development Agency (EEDA) asked Roundpoint to create a mobile optimised microsite. EEDA is a government organisation tasked with helping businesses flourish in the East of England. A key part of its service is providing information and advice.

Roundpoint's Solution

Roundpoint worked with EEDA to create a mobile microsite displaying a list of EEDA's services, relevant articles and case studies.



EEDA also used Roundpoint's mobile internet and text survey platform, Engage to allow visitors to give continuous feedback about the microsite. Speaking about Roundpoint's work, Karyn Barnes, PR and Marketing Account Manager said "I am delighted with the mobile optimised microsite Roundpoint has developed for us, it makes information about EEDA easily accessible and readable to those on the move. We are now able to provide a greater level of convenience to our customers and the microsite gives our organisation a professional look and feel on mobile".



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