



2017-09-13

## **Ayima Nominated for The Drum USA Search Awards 2017**

Ayima have been [shortlisted](#) for “Best Use of Content” at this year’s The Drum USA Search Awards to be held next week.

The awards celebrate and award companies with the most innovative, creative and effective search campaigns and strategies across both PPC and SEO in the US.

Shortlisted for content marketing work with Adam & Eve on their risqué Olympic-focused Athlete Abstinence Study, the announcement comes after the success of the 2016 campaign created and implemented by Ayima.

Rather than a typical product-based campaign to bring light to Adam & Eve during the Olympics, Ayima created content that would finally put to bed the age-old question of how sex affects athletic performance. The content climax was an article entitled ‘Here’s How All That Sex Might Affect Olympic Athletes’ which hit the #1 spot on [buzzfeed.com/trending](http://buzzfeed.com/trending) during ‘Super Saturday’, and attracted 650K views and 4K social media shares to Ayima’s study.

The rest of the campaign continued to skyrocket with 353% increase in time spent by visitors on the Adam & Eve site with 86% of those visitors being new users to the brand, a majority of those being within a demographic Adam & Eve hadn’t previously achieved.

Winners of this year’s The Drum USA Search Awards will be announced at the awards ceremony to be held on 20th September at the Edison Ballroom, New York City.

//

For further Information:  
CEO/VD Michael Jacobson  
+44-20 7148 5974  
[press\(at\)ayima.com](mailto:press(at)ayima.com)  
[www.ayima.com](http://www.ayima.com)

### **About Ayima**

*Originally founded in 2007, Ayima is a digital marketing agency with around 145 employees across its offices in London, Stockholm, New York, San Francisco and Vancouver. Ayima have created a number of market-leading software tools that are used in by clients and agencies around the world, including ‘Updatable’, ‘Redirect Path’, ‘Page Insights’, ‘Pulse’ and ‘Appotate’.*