

FROM BANDWIDTH CHALLENGE TO THOUGHT LEADERSHIP

Discover how Siteimprove partnered with Challenge to spotlight accessibility in the European Accessibility Act conversation, launch impactful new solutions and strengthen its brand through video.

CHALLENGE

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With the **European Accessibility Act (EAA)** coming into force in June 2025, organisations across Europe faced pressure to understand and prepare for compliance. Siteimprove saw a strategic opportunity to lead the accessibility conversation and position itself as the trusted authority.

But three barriers stood in the way:

01 Limited Bandwidth

With **three high-value webinars** planned in rapid succession — alongside partners such as **Forrester, Merkle and Shell** — the internal team did not have capacity to deliver at enterprise pace.

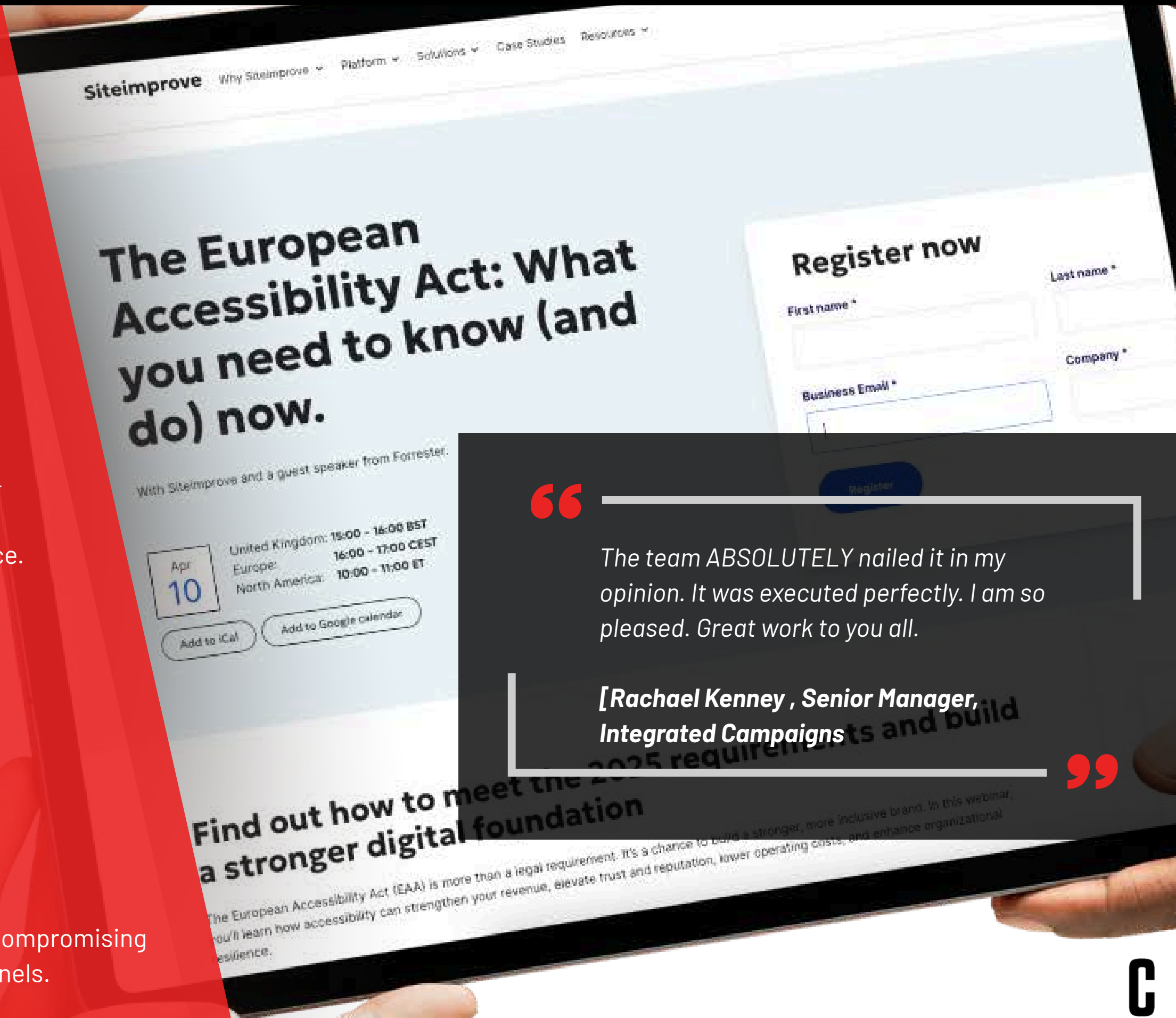
02 No video capability

Video was becoming essential to their campaigns, but they lacked the resources to produce high-quality assets quickly.

03 A high-stakes market moment

The EAA window was short. Missing it meant missing a rare opportunity to reinforce market leadership.

Siteimprove needed a partner who could extend bandwidth without compromising quality or speed and **deliver excellence reliably** across multiple channels.



“

The team ABSOLUTELY nailed it in my opinion. It was executed perfectly. I am so pleased. Great work to you all.

[Rachael Kenney, Senior Manager, Integrated Campaigns]

”

A STRATEGIC PARTNER TO DELIVER IMPACT

Challenge embedded as an extension of Siteimprove's marketing team, providing additional capacity, creative capability and strategic oversight across the campaign lifecycle.

Challenge supported by:

- Managing webinar delivery end-to-end, from kick off calls and deck creation to pre and post-event communications
- Bringing consistency across email, social and event channels
- Introducing video as a core asset type
- Streamlining workflows across platforms
- Strengthening content journeys to maximise engagement

This wasn't just execution support. It was about ensuring every element reinforced Siteimprove's position as a trusted partner on **accessibility** under the new legislation.

 **MERKLE**

FORRESTER[®]





ON-DEMAND WEBINAR

The European Accessibility Act:

What you need to know (and do) now.

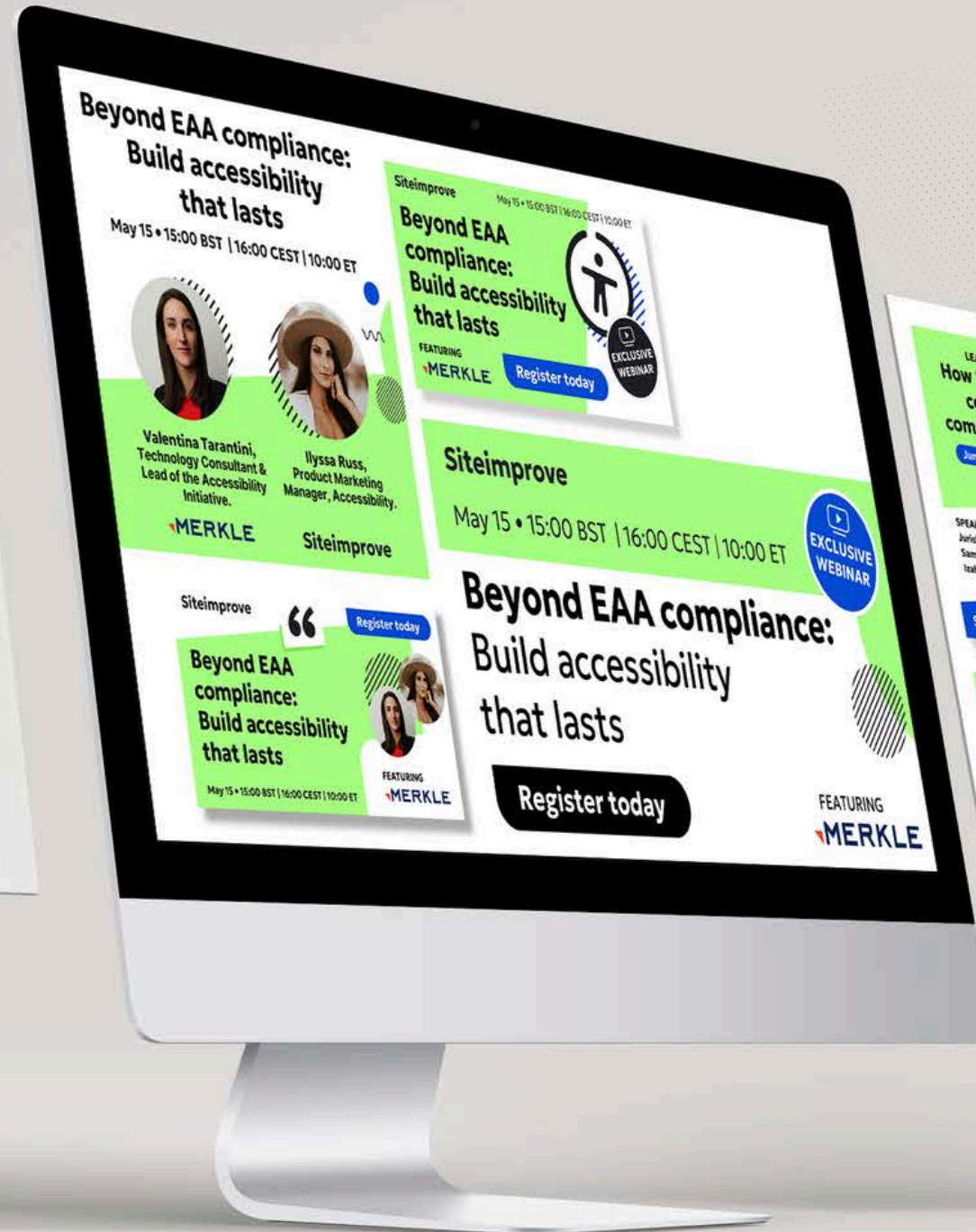
APRIL 10 BST 15:00 | 16:00 CEST | 10:00 ET



Izabela Misiorny,
Head of Solutions Marketing,
Siteimprove



GUEST SPEAKER: Gina Bhawalkar,
Principal Analyst,
Forrester



FILLING THE VIDEO CAPABILITY GAP

As Siteimprove's marketing evolved, video became a critical tool for clarity, engagement and brand differentiation. Challenge stepped in to provide fast, high-quality video production where internal capability wasn't available.

SEO Intelligence Suite:

Launch video hosted on Siteimprove's website, supported by a bespoke webinar deck.

Optimizely partnership:

Event video support to highlight the strength of Siteimprove's strategic collaboration with Optimizely.

Integrating video into core campaigns strengthened communication and enabled Siteimprove to land new products and partnerships with greater authority and impact.



THE OUTCOME

Measurable market impact

The EAA webinar series positioned Siteimprove as the leading voice on accessibility – while delivering strong engagement and pipeline momentum across multiple sectors.

Email & engagement performance

- **77,000+ emails** sent across three campaigns
- **34% open rate**, significantly above the 20-24% industry average
- **3.64% click-through rate**, outperforming B2B norms

Webinar performance

- **1,153 total registrations**
- **37% average attendance rate**, in line with benchmarks
- **74% poll engagement**, far exceeding the 40-60% norm

These metrics reflect not only reach, but sustained engagement at senior level – especially across finance, telecoms, energy, transport, higher education and public sector audiences.

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OPERATIONAL IMPACT

Beyond campaign performance, the partnership delivered measurable operational value:

- Increased execution speed during a high-pressure regulatory window
- Reduced internal strain on marketing resources
- Improved consistency across global channels

...driving clicks, Forrester brought...
...above 52B benchmarks.

	Forrester	Merkle	Shell	TOTAL
	25,930	20,106	31,432	77,468
	23.86%	32.32%	32.53%	29.57%
	8.70%	10.9%	14.61%	11.4%
R	3.2%	3.79%	3.94%	3.64%
ns	589	316	248	1,153 (1
	259 (43%)	83 (26%)	96 (39%)	438 (1
	74%	81%	69%	74%

OPERATIONAL IMPACT

Beyond campaign performance, the partnership delivered measurable operational value:

- Elevated creative and production standards
- Strengthened credibility with strategic partners

Across every key metric, performance met or exceeded benchmark ranges – with standout engagement in the Merkle session.

Performance – benchmark

...results with Shell driving clicks, Forrester bringing volume, and ...
 Campaign performance above B2B benchmarks

Metric	Forrester	Merkle	Shell	Total
Emails sent	25,930	20,106	31,432	77,468
Open rate	23.86%	32.32%	32.53%	29.57% (34%)
CTOR	8.70%	10.9%	14.61%	11.4%
Unique CTR	3.2%	3.79%	3.94%	3.64%
Registrations	589	316	248	1,153 (1.48%)
Attended	259 (43%)	83 (26%)	96 (39%)	438 (37%)
Sessions rate	74%	81%	69%	74% average

...achieved ... with email, social (paid and organic), BDR, Account Management of ...
 ... Metrics reflect Challenge-led email, CRM and ...



ESTABLISHING THOUGHT LEADERSHIP

Through its joint webinars with **Forrester, Merkle and Shell**, Siteimprove strengthened its position as the trusted advisor for enterprises navigating accessibility.

Each session delivered a clear narrative:

- “Beyond EAA compliance: build accessibility that lasts”
- “How Shell turned compliance into competitive advantage”

These themes reframed accessibility from a regulatory burden into a strategic opportunity – both for Siteimprove and its customers.

“


To Siteimprove: Thank you for prioritizing our partnership and being a model partner in this journey to compliance. Thanks to our collaboration I am convinced we inspired many companies around us to change the way they approach Accessibility (certainly some of FTSE 100) and we made the digital world a bit better place for everyone. **Tomasz, Head of Digital Solutions at Shell**

”

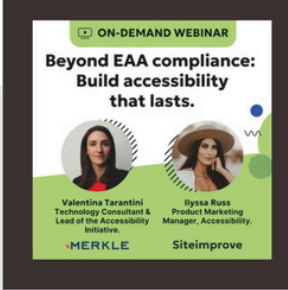
The Road to EAA: Campaign Impact Summary

CAMPAIGN AT A GLANCE

77k emails. 3 webinars. 1 pipeline-driving story.



FORRESTER®
The European Accessibility Act:
What you need to know (and do) now
(10 April 2025)



MERKLE
Beyond EAA compliance:
Build accessibility that lasts
(15 May 2025)



SHELL
How Shell turned EAA compliance
into competitive advantage
(11 June 2025)

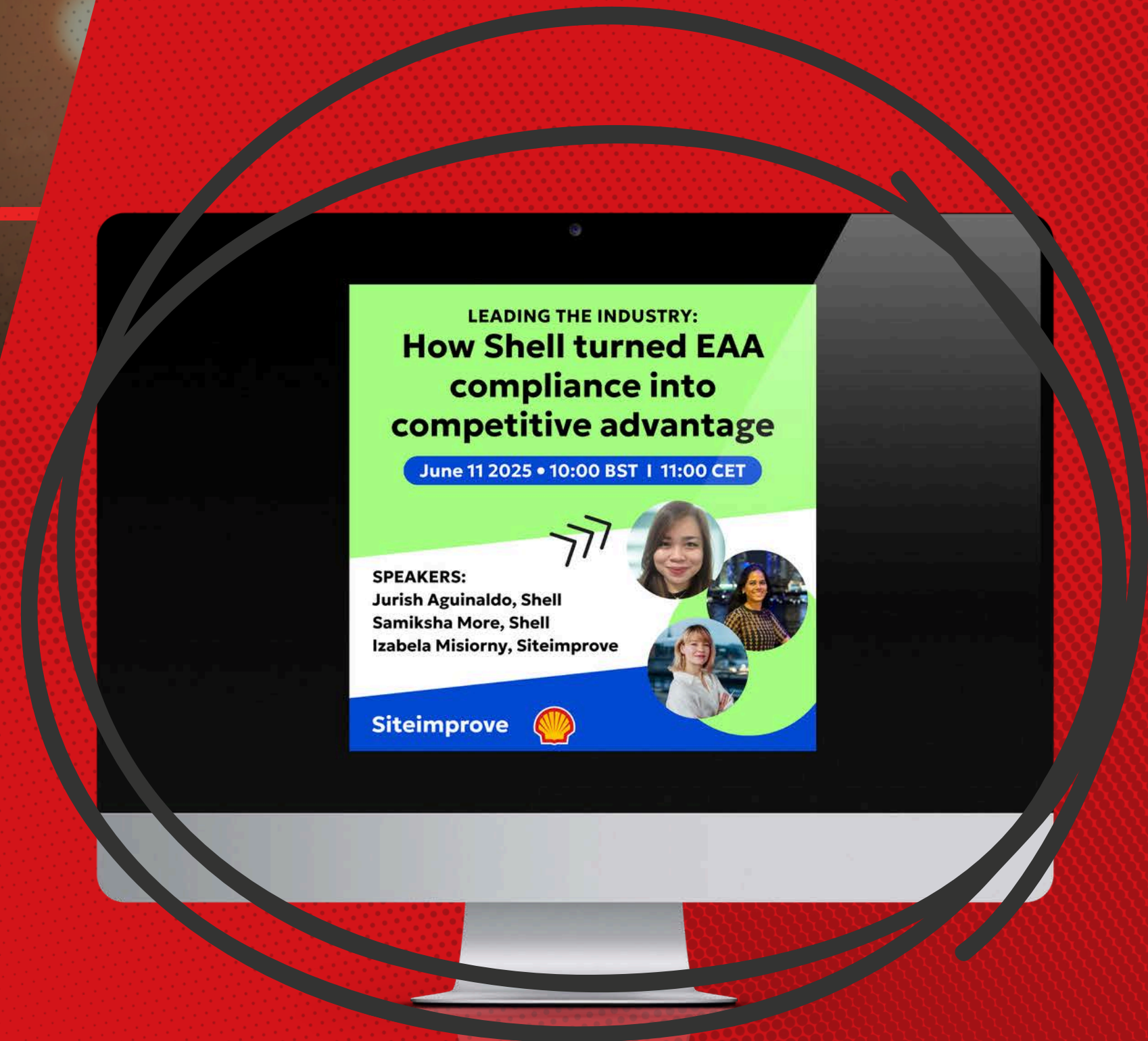
Primary audiences: Marketing leaders, IT leaders, accessibility specialists
Priority sectors: Finance, Insurance, Telecoms, Energy, Transport, Public Sector, Higher Education
Global Reach: EU, UK, Switzerland, APAC, North America

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RECOGNITION



Shell's accessibility focus recognised externally with an Award.



BRAND LEADERSHIP

By combining operational delivery, creative capability and high-quality execution at pace, Challenge helped Siteimprove turn bandwidth constraints into high-impact moments of brand leadership.

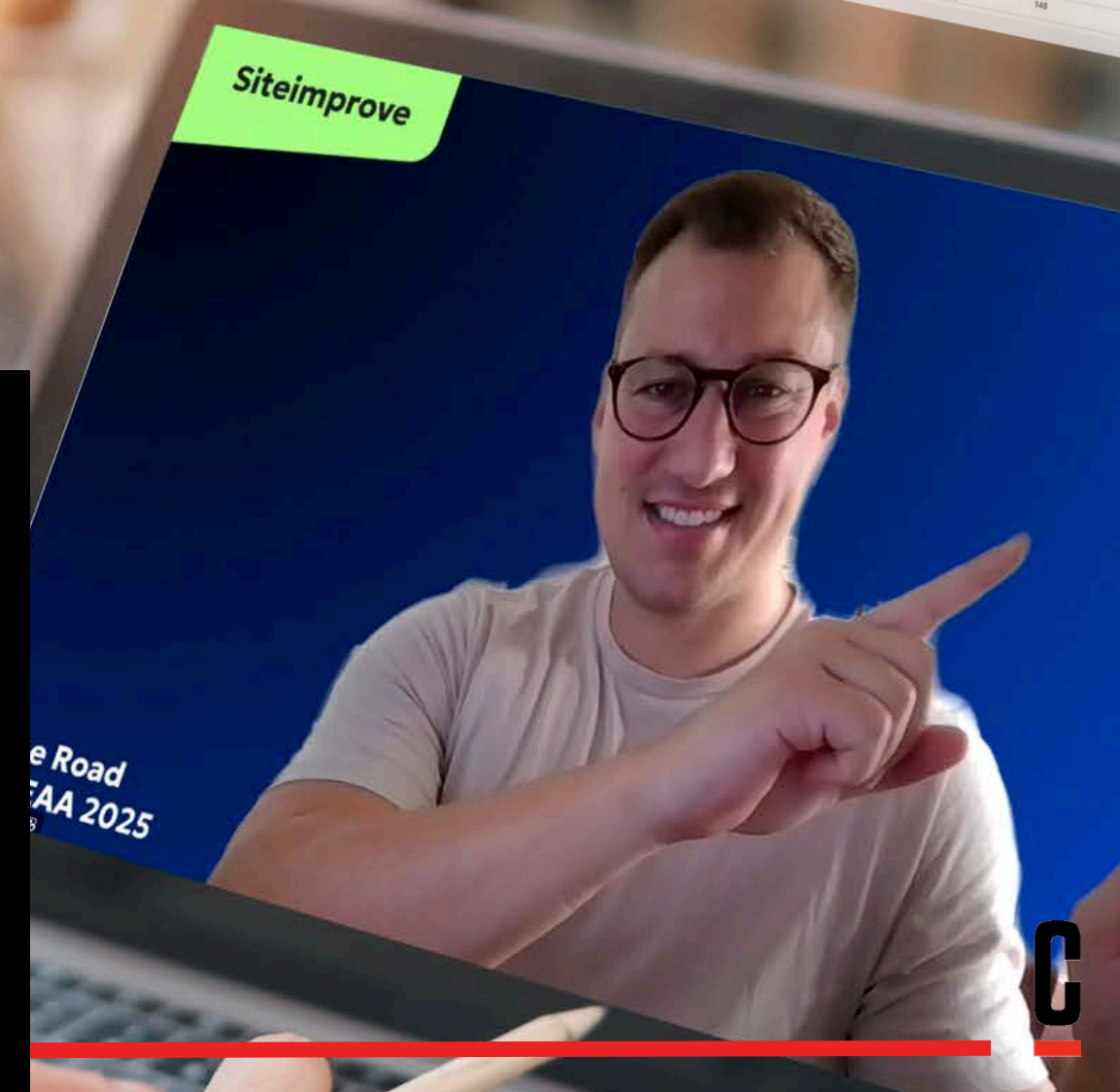
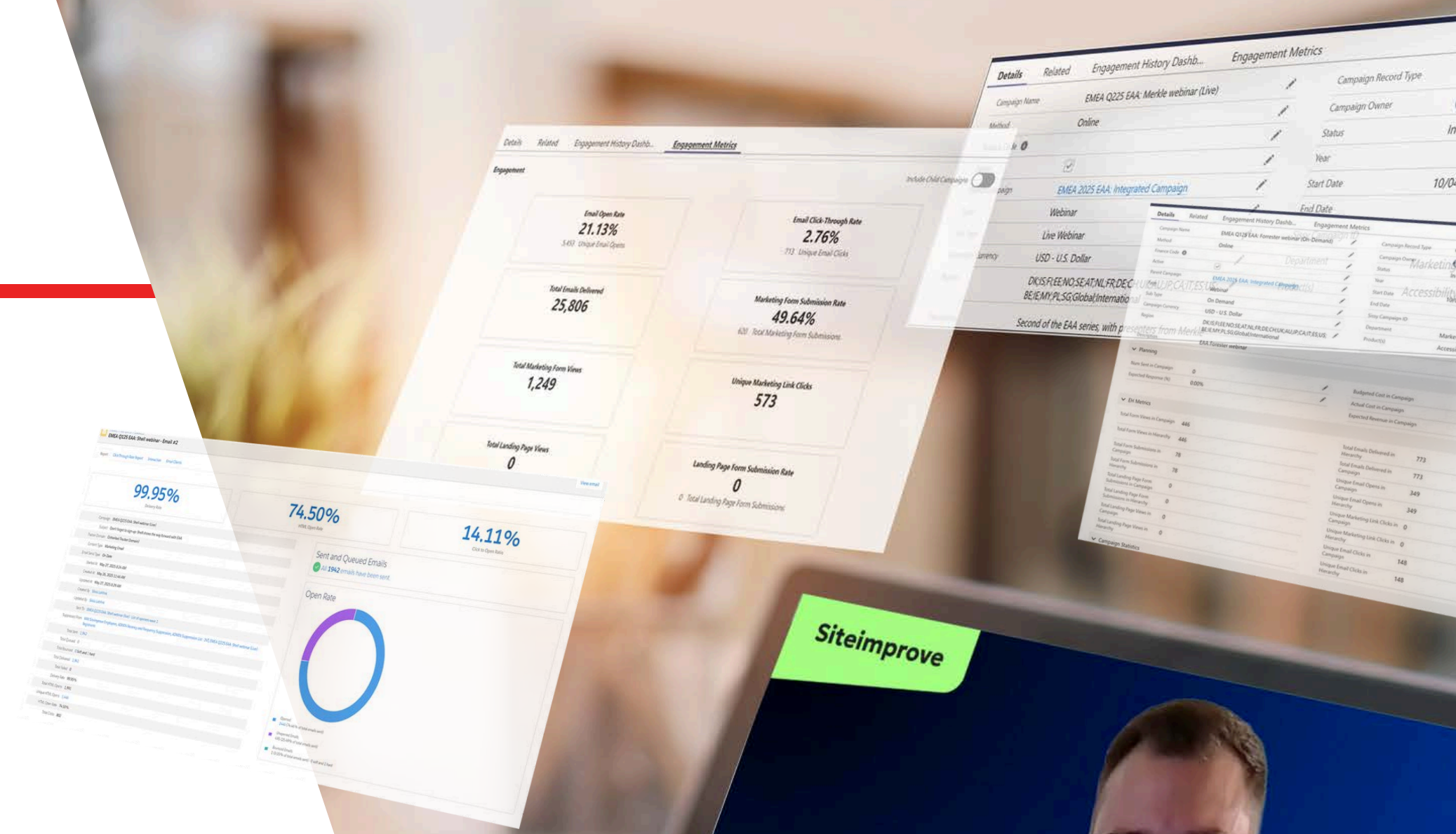
From driving the EAA conversation across Europe, to supporting new product launches and strengthening partnerships, the work demonstrated the value of having a partner who can:

- step in fast
- deliver consistently
- raise creative and operational quality
- fill capability gaps
- and reinforce thought leadership

When regulatory pressure meets market opportunity, execution matters. Siteimprove had the strategic vision. Challenge ensured it landed, consistently and at scale. Siteimprove now stands recognised as a leading voice on accessibility and innovation across Europe, trusted to help enterprises navigate regulation, adopt new solutions and build more accessible digital futures.

“ Thanks again for a brilliant webinar yesterday, we’ve broken registration records and delivered very valuable content to our audience. No way we could have done this without you. ”

Silvia Lohfink,
Regional Marketing Manager





Lavinia Pavel May 12th at 12:01 PM
really appreciate this! You guys have been great!



CHALLENGE



Siteimprove

Rachael Kenney 5:16 PM
HEY
YOU DID IT
CHEERS
KILLED IT
WAY TO GO



Rachael Kenney 7:59 PM
Haha I know the feeling! But seriously - Fantastic work Miles!! Just about perfect in my eyes - Excellent work



Izabela Misiorny 10:59 PM
Yes! (Am in Chicago so delayed in my response)
Thank you for all the incredible support for our webinar series - we couldn't have pulled it off without your extra quick turnaround and beautiful design work

Ilyssa Russ 10:04 PM
Hi friend! Thank you for all of your support. You are a wonderful partner to our team!

Silvia Lohfink 8:26 AM
Good morning Challenge team, thanks again for a brilliant webinar yesterday, we've broken registration records and delivered very valuable content to our audience. No way we could have done this without you 😊 @Miles McAlister @Elaine Starborg @Monika Ford!
@Miles McAlister, wanted to thank you specifically for acting as internal host, this was beyond expectations. So big thanks for taking the lead on all things zoom together with @Monika Ford!



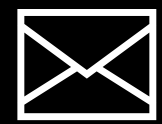
Rachael Kenney 7:57 PM
The team absolutely ABSOLUTELY nailed it in my opinion. It was executed perfectly. I am so pleased
Great work to you all, I am so proud and happy

Working as a team



ENGAGEMENT IS EVERYTHING

Need extra capacity to deliver high-impact campaigns at pace — without compromising quality or a partner who can extend your team and help you lead the conversation when it matters most?



**Speak to
Challenge**



**Explore
the Brand
Accelerator**



**View our
credentials**

CHALLENGE

WASTES