



WEBSITE CASE STUDY



**The complete website revamp of KAMCO
was successfully done through winning
design ideas, greater website performance,
SEO curated content & ultimately offering
an entirely new digital experience.**





BACKGROUND

KAMCO Investment Company is a leading investment company in the market. KAMCO was established in 1998 as a subsidiary of United Gulf Bank (UGB) and became one of the leading investment firms in the region in terms of assets under management (AUM). With two decades' worth of experience in defining and shaping the future of the investment sector, the company has assisted a multitude of Clients to reach their financial and investment targets.





CLIENT NATURE & GOALS

The company was in need of revamping its existing website to provide customers with an updated feel and thereby routing for an escalated business. The goals were:

- Complete website revamp
- Optimization of the site for better performance
- Research report management & implementation

In the long run, KAMCO Investment Company was also looking to develop an extensive customer base and spread brand recognition.





BUSINESS CHALLENGE | ESTABLISH STRONG & BETTER WEB PRESENCE

They were looking for continual web maintenance, updating required security essentials, checking the server and website health. The challenge was to be able to: revamp the existing site & through it establish a strong web presence, attract large numbers of users, effectively promote their services.



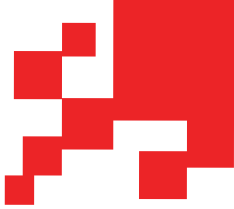


WHAT WE DID

From initial design to the final launch, we approach every project with great passion, determination & dedication. Here, we gave KAMCO Investment Company a professional online presence & an exceptional user experience through the execution of :

- ➔ Sophisticated Interface
- ➔ Complete Content Creation (English & Arabic)
- ➔ Research Report Management
- ➔ Live Implementation from Onsite
- ➔ Responsive Design
- ➔ Optimization of Features
- ➔ Speed Improvement

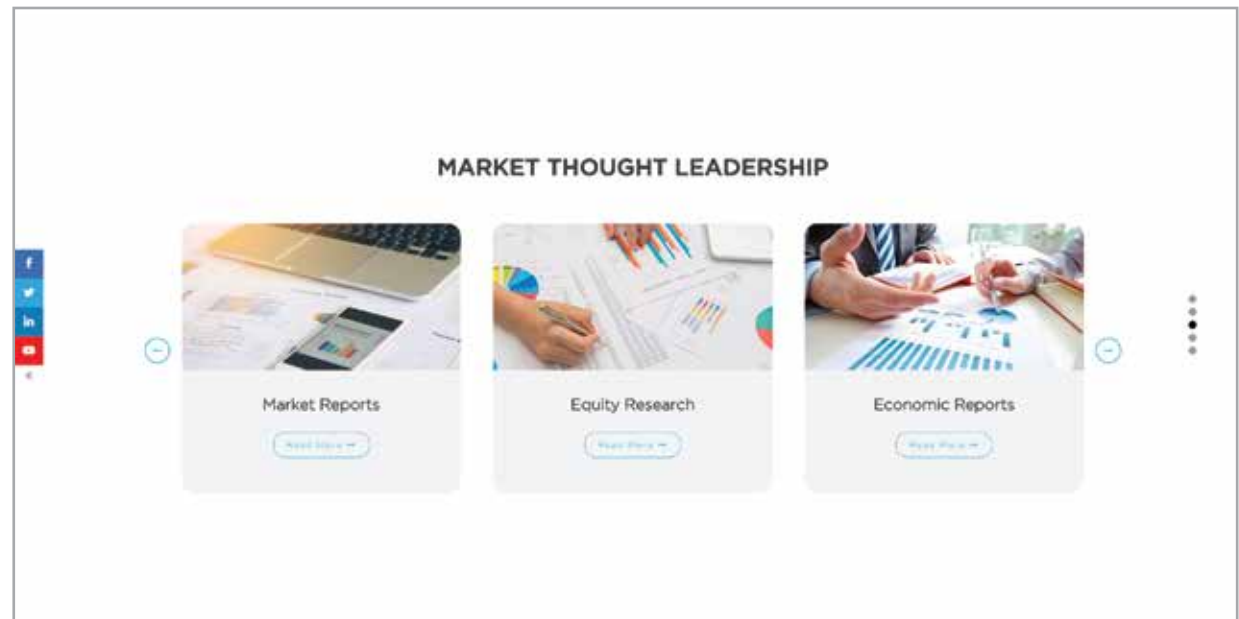




RESULT

Through a bold approach to design & content, the website now has an exciting presence that adds to its visual appeal, one that strengthens its brand identity. Moreover, the implementation of responsive web design allows an optimal viewing experience across a wide range of devices. We also built subtle yet compelling features on the homepage and throughout the site like the section scrolling to intuitive hover states and scalable menus -and the result is a robust, versatile and elegant website that facilitates smooth operations & provides an incredible user experience.







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Our Services

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We Manage Your Wealth

Our Markets

KAMCO offers a range of portfolio management solutions with robust execution capabilities that suit every investor's risk appetite. When managing your wealth, we consistently focus on providing you with the best strategic guidance and quality advice, which in return has helped us build long and lasting relationships with our valued Clients. With 20 years worth of wealth management experience, we have developed a comprehensive and consistent understanding of





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