

Technical marketing agency Yard to create 37 new jobs as it expands its Cardiff offices

The company currently employs 18 people at its head office in Eastgate House, Cardiff, with a further 17 members of staff in Edinburgh and London and has already attracted investment from Finance Wales.

The planned expansion, assisted by the Welsh Government, supports the company's growth plans to increase sales by 40% over the next three years and double turnover by 2018.

Incorporated in 2006 by co-founders Paul Newbury CTO and Stephan Briggs CEO, Yard provides a range of digital services such as analytics, data and insight, search engine optimisation, web design and build.

Web analytics is its key specialism and the company has provided analytical solutions to over 100 companies across the UK and Europe and created web products for Legal & General, British Gas and Sainsbury's Bank, among others.

Economy Secretary Ken Skates said:

“Supporting digital media businesses that can compete globally and attract inward investment to Wales is a sector priority. I am delighted Welsh Government support will ensure this expansion goes ahead in Wales and will help the company as it embarks on its new stage of growth.”

The additional staff will be responsible for developing new business and servicing new contracts the company has secured from Rank Group, Virgin Atlantic, and Camelot and support its strategic sales strategy for further business growth.

Paul Newbury said of the news:

“We are delighted at Yard to receive this support from Welsh Government, which will allow us to drive forward with really ambitious growth plans and recruitment plans. By working with local universities and local industry, we can do our part to ensure that we help to grow inward investment into Wales as well as confirming

Wales as a centre of excellence for analytical and digital skills.”

The business has grown year on year since its formation and is recognised as a leading technical marketing agency providing a growing number of global clients with niche digital products and services. Its impressive client list also includes J.P. Morgan, S4C, Rank Group, B&Q and Penguin Random House.

Yard has been responsible for creating a number of web based software products including CUBED, an advanced attribution modelling tool, and SiteTagger, a tag management solution. Tag management is a platform based method that enables marketing companies to connect, manage and unify their digital marketing applications such as web analytics, search engine marketing and advertising.