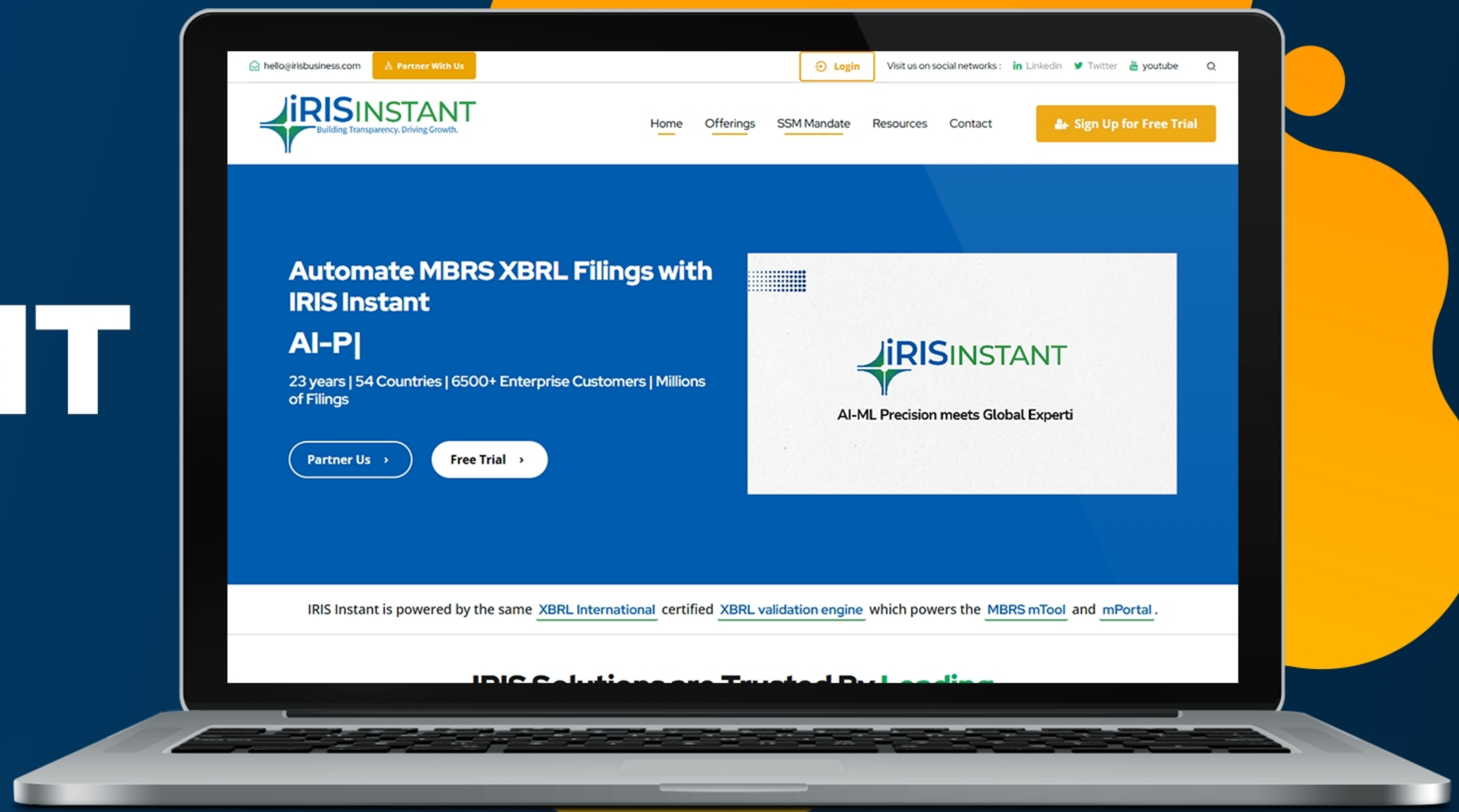


IRIS INSTANT

Digital Marketing Case Study



INTRODUCTION

IRIS Instant is an AI-powered platform that automates MBRS 2.0 XBRL filings, streamlining compliance for Malaysian companies.

IRIS Instant is a cloud-based regulatory technology (RegTech) solution developed by IRIS Business Services Limited, designed to simplify and automate the preparation and submission of financial statements in XBRL format as mandated by Malaysia's MBRS 2.0 framework. Leveraging AI and machine learning, the platform efficiently extracts data from financial documents, applies accurate XBRL tags, and generates compliant files ready for submission to the Companies Commission of Malaysia (SSM). Key features include automated tagging, real-time error detection, interactive webform validation, and optional expert review services to ensure 100% accuracy. Trusted by over 6,500 enterprises across 54

CHALLENGES

- Low Visibility on Search Engines: IRIS Instant had low organic visibility on Google for MBRS 2.0-related queries.

- Lack of Localized SEO Strategy: The website had minimal content structured around Malaysian-specific compliance search terms.
- No Active Email Funnel: Email marketing was underutilized in nurturing and converting potential Company Secretaries (CoSecs) and enterprise prospects.
- Lack of Localized SEO Strategy: The website had minimal content structured around Malaysian-specific compliance search terms.



COURSE OF ACTION

SEO Services

- Keyword Research: Identified high-intent keywords focused on MBRS 2.0, XBRL tagging, SSM compliance, and Malaysian CoSec search behavior.
- Content Marketing: Created 8 SEO-optimized blogs per month, addressing industry-specific queries like “How to prepare MBRS 2.0 filings” and “SSM tagging guide.”
- High-Authority Link Building: Built backlinks from Malaysian business directories, accounting forums, and RegTech publications.

Email Marketing

- Designed and deployed weekly email campaigns segmented by target audience (Company Secretaries, Enterprises, Accountants).
- Implemented lead-nurturing workflows with educational content and trial nudges.
- Created high-conversion email sequences for onboarding and product walkthroughs.

Google Ads

- Ran targeted Search Ads focused on “MBRS 2.0 software,” “XBRL filing Malaysia,” “SSM compliance tool,” and related terms.
- User behaviour recommendations to be planned and shared to improve the campaign performance.
- Implemented conversion tracking to optimize for lead form submissions and demo requests.



HIGHLIGHTS & WINS

- Established SEO Presence : Ranked on the Top page for multiple MBRS 2.0–related queries like “MBRS 2.0 software Malaysia,” “XBRL Malaysia,” and “SSM MBRS tool.”
- Email as a Revenue Driver : Email campaigns contributed to approximately 30% of signups during peak months.
- Significant Drop in CPL, Improved Conversion Rate & CTR : Optimization of paid campaigns led to more efficient lead generation at a much lower cost and improved the conversion rate from 0% to 3% also with the gradual increase in the Click-through-rate of 15% - 20% from 5%.
- Improved Engagement from Company Secretaries: A targeted content and outreach strategy increased trial conversions within the niche audience.

CONCLUSION

Through a cohesive digital marketing strategy—covering SEO, Email Marketing, and Google Ads—Dot Com Infoway (DCI) helped IRIS Instant become a leading RegTech brand in Malaysia. The approach helped the platform boost its online visibility, generate qualified leads, and improve ROI from marketing across all channels.