

Kahua builds on next-level growth in partnership with Digital Clarity

Leading project management software and solution provider to the construction industry Kahua Inc, announced it was ramping up growth using the power of digital marketing in partnership with digital consultancy, Digital Clarity.



Georgia, Atlanta, Jul 7, 2021 ([Issuewire.com](https://www.issuewire.com)) - It is estimated that the value of global construction output will increase from \$11.6 trillion last year to around \$14.8 trillion in 2030*.

Talking about the partnership, Jim Wilson, Chief Marketing Officer at Kahua said, “As the post-pandemic world begins to take shape, construction volumes are expected to increase globally by an average of 3.2% a year** with growth and efficiency being driven by sophisticated technology solutions.”

Jim added, “We see digital as a strong channel for us and have an experienced and growing marketing team to build on Kahua’s series of successful quarters, and are now looking to capitalize and expand our market share in our new partnership with Digital Clarity.”

Talking on the appointment, Rachel Mephram, Head of Digital at Digital Clarity said, “Kahua’s suite of products offers a turnkey solution that addresses the demanding needs of the construction industry. Our role is to work with the internal marketing team and drive a strategic growth plan and measure results.”

Rachel added, “After our strategic approach, we will continue working with Kahua providing their marketing team with ongoing consultancy. We look to build and augment our insight with the team at Kahua.”

About Kahua

Kahua is a leading provider of capital program and construction project management software,

enabling innovation that is changing the way that capital programs are planned and delivered. Kahua's purpose-built solutions for owners, program managers and contractors enable rapid implementation that minimizes time-to-value and enhances user adoption. As the industry's only low-code application platform, customers can easily customize existing Kahua apps or even build their own new apps to run their business at peak efficiency today and rapidly adapt as business conditions dictate.

Press Contact: Jim Wilson - jwilson@kahua.com

About Digital Clarity

Digital Clarity is a leading digital consultancy that works with businesses to get the most of the digital economy. Digital Clarity's experienced team helps businesses apply a robust marketing strategy to achieve ambitious goals.

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* US dollars at constant exchange rates and in 2020 prices

** Source: Global construction market projections from 2020 to 2030 [link here](#).



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