

VORTEX CO. CASE STUDY

How Vortex Co. used Network's
Social Tracking Tool to Make their
B2B Conversions Skyrocket!

OVERVIEW

Content and engagement have been proven to B2B brands as another avenue where the phrase "If you build it, they will come" has stopped to apply. However, if you invest marketing spend, you'd like your dollars to go to the greatest. But we know that's not true today, so we'll help.

To achieve our goal of reaching highly-targeted, high-intent, and decision-making Network's Sponsored Updates and Audience Discovery Targeting with our own proprietary social advertising tools.

The approach helped us reach all business-critical professionals we needed to, but also track sharing and conversions that were beyond our direct interactions with the target audience.



"As a Certified Ad Partner, we've seen up close how Network ads attain outstanding results for client advertising strategies. So, when we decided to run our own campaign focused on generating high quality B2B leads, adding the power of Network's Sponsored Updates to our own real-time tracking technology was a step forward for us."

- Benette Fitzgerald Vice President, Marketing @ Vortex Co.

APPROACH

Testing Content was Essential

Understanding Network's Advertiser sponsored content features is essential, and for us, we'll set up tests to determine the best ways to drive our marketing goals.

Well-Targeted Targeting

Network's premium professional targeting set us apart. It allows great focused audience marketing, along with other great targeting options, to increase our reach.

Beyond Media

Our media buys are optimized content for media, but also sharing.

Multi-touch Social Tracking

Network's tool set used to track multi-touchpoint activity beyond the first click, social sharing and more more.

RESULTS



42%
under CPA
(cost-per-action)
Goal



21%
conversion
rate in 2020



162
conversions
tracked across
all interactions

CONCLUSION

To maximize quality content and quality leads, B2B brands need access to a premium, relevant audience in which content can be tested and optimized. The bottom line is that, going forward, the ability to measure the quality of their ads, and how it contributes to the conversions they receive. BlueTag has combined their resources to help to address Network's Advertiser sponsored content marketing and business success.

Case Study

H Kauffman



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