

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 changed to apply differently. If you invest marketing spend, brands will see returns in one to six months. But we know that's not true today, because it isn't.

To achieve our goal of reaching highly qualified leads outside our direct accounts, Network's Sponsored Updates and Audience Discovery Targeting will be our primary social advertising tools.

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



APPROACH

Testing Content was Essential

Outlining Network's direct sponsored content feature to research ads for our B2B ad units to optimize the data points before sending them live.

Well-Targeted Targeting

Network's premium professional targeting set us apart. It allowed great focused audience marketing along with other great targeting methods, increased our reach.

Beyond Media

We made sure to optimize content for mobile, but also desktop.

Multi-touch Social Tracking

Attribution is one of our top marketing goals, always 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 social, going beyond the ability to measure the quality of their ads, and how it contributes to the conversions they receive. BlueTag has combined these elements to help us achieve Facebook B2B conversion and marketing and business success.

"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.

Case Study

Clifford Lane



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