

BLUE CAP CASE STUDY

How Blue Cap used Network's Social Tracking Tool to Make their B2B Conversions Skyrocket!

OVERVIEW

Conversions and engagement have been generated for B2B brands as another channel where the phrase "If you build it, they will come" was thought to apply. Usually, if you created something great, people will just show up to be in its presence. But we know that's not true today, not even in 2011.

To achieve our goal of reaching a highly specific target audience, we decided to combine Network's Sponsored Updates and Multicast Discovery Targeting with our own proprietary social audience tools.

This approach helped us reach the business-minded professionals we needed to, but also track sharing and conversions that went beyond any initial interactions with the original content.

"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."

- **Benetta Fitzgerald** Vice President, Marketing @ Blue Cap

APPROACH

Testing Content was Essential

Leveraging Network's direct sponsored content feature to launch ads to a test 10% of users to determine the best post before sending them live.

Well-Targeted Targeting

Network's premium professional targeting let us reach 3 unique groups focused on social marketing, along with similar groups that exponentially increased our reach.

Beyond Mobile

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

Multifaceted Social Tracking

Distinctions in our ad copy to track multi-tagged activity beyond the first click, social sharing and conversions.

RESULTS



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



162
conversions tracked
across all interactions



21%
conversion rate

CONCLUSION

To maximize quality content over quality leads, B2B brands need access to a granular, relevant audience in which content can be socialized seamlessly. Distribution is also crucial, giving marketers the ability to measure the timing of their ads, and how it compares to the conversions they receive. Blue Cap has combined these elements to help countless Partner B2B companies see marketing and business success.

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Xiaolong Qi



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