

# 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. Reality: If you created something great, people will just drive to it for its goodness. But we know that's not true today, not even in 2017.

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

This approach helped us reach the business-minded professionals we needed to, for the most sharing and comments that went toward any initial conversations with the right contacts.

"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 compare 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.

### Segment 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 premium, relevant audience in which content can be social and directly distributed to also social, giving marketers the ability to measure the value of their ads, and how it compares to the conversions they receive. Blue Cap has combined these elements to help business-focused B2B companies use marketing and business success.

# Ads Easy Method For Building Niche Website Case Study Examples

**Jicheng Xie**



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## **Table of Contents Ads Easy Method For Building Niche Website Case Study Examples**

1. Understanding the eBook Ads Easy Method For Building Niche Website Case Study Examples
  - The Rise of Digital Reading Ads Easy Method For Building Niche Website Case Study Examples
  - Advantages of eBooks Over Traditional Books
2. Identifying Ads Easy Method For Building Niche Website Case Study Examples
  - Exploring Different Genres
  - Considering Fiction vs. Non-Fiction
  - Determining Your Reading Goals
3. Choosing the Right eBook Platform
  - Popular eBook Platforms
  - Features to Look for in an Ads Easy Method For Building Niche Website Case Study Examples
  - User-Friendly Interface
4. Exploring eBook Recommendations from Ads Easy Method For Building Niche Website Case Study Examples
  - Personalized Recommendations
  - Ads Easy Method For Building Niche Website Case Study Examples User Reviews and Ratings
  - Ads Easy Method For Building Niche Website Case Study Examples and Bestseller Lists
5. Accessing Ads Easy Method For Building Niche Website Case Study Examples Free and Paid eBooks
  - Ads Easy Method For Building Niche Website Case Study Examples Public Domain eBooks
  - Ads Easy Method For Building Niche Website Case Study Examples eBook Subscription Services
  - Ads Easy Method For Building Niche Website Case Study Examples Budget-Friendly Options

6. Navigating Ads Easy Method For Building Niche Website Case Study Examples eBook Formats
  - ePub, PDF, MOBI, and More
  - Ads Easy Method For Building Niche Website Case Study Examples Compatibility with Devices
  - Ads Easy Method For Building Niche Website Case Study Examples Enhanced eBook Features
7. Enhancing Your Reading Experience
  - Adjustable Fonts and Text Sizes of Ads Easy Method For Building Niche Website Case Study Examples
  - Highlighting and Note-Taking Ads Easy Method For Building Niche Website Case Study Examples
  - Interactive Elements Ads Easy Method For Building Niche Website Case Study Examples
8. Staying Engaged with Ads Easy Method For Building Niche Website Case Study Examples
  - Joining Online Reading Communities
  - Participating in Virtual Book Clubs
  - Following Authors and Publishers Ads Easy Method For Building Niche Website Case Study Examples
9. Balancing eBooks and Physical Books Ads Easy Method For Building Niche Website Case Study Examples
  - Benefits of a Digital Library
  - Creating a Diverse Reading Collection Ads Easy Method For Building Niche Website Case Study Examples
10. Overcoming Reading Challenges
  - Dealing with Digital Eye Strain
  - Minimizing Distractions
  - Managing Screen Time
11. Cultivating a Reading Routine Ads Easy Method For Building Niche Website Case Study Examples
  - Setting Reading Goals Ads Easy Method For Building Niche Website Case Study Examples
  - Carving Out Dedicated Reading Time
12. Sourcing Reliable Information of Ads Easy Method For Building Niche Website Case Study Examples
  - Fact-Checking eBook Content of Ads Easy Method For Building Niche Website Case Study Examples
  - Distinguishing Credible Sources
13. Promoting Lifelong Learning
  - Utilizing eBooks for Skill Development
  - Exploring Educational eBooks
14. Embracing eBook Trends
  - Integration of Multimedia Elements

- Interactive and Gamified eBooks

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