

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 high-quality, high-intent, and focused business 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 only see the difference the data gives us when sending them live.

Well-Targeted Targeting

Network's premium professional targeting set us apart. It wasn't just focused on lead marketing, along with other great targeting options, we used our reach.

Beyond Media

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

Multi-touch Attribution Tracking

Attribution is one of our top 10 most implemented, always helped us to fine-tune social sharing and content items.

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 us achieve Facebook Ad campaigns that marketing and business leaders.

Way To Starting A Blog Case Study Examples For Small Business Owners

RD Boyd



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