

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 in another scenario where the phrase, "If you build it, they will come" was thought to apply. Naturally, if you created something great, people will just discover it due to its greatness. Did we know that's not true today, nor was it ever.

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 attribution tool.

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."

Rematta Fitzgerald Vice President,
Marketing @ Vortex Co.

Source: See Us Case Study on Network's Social Tracking Tool

APPROACH

- **Testing Content was Essential** Leveraging Network's direct sponsored content feature to launch ads let us test 10 ad units to determine the best creative before landing from live.
- **Well-Rounded Targeting** Network's premium professional targeting let us reach 5 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.
- **Multi-Platform Shared Tracking** Shared links in our ad copy to track multi-platform activity (beyond the first click), social sharing and conversions.

RESULTS



42%

under CPA
(cost per action) Goal



21%

conversion
rate in 2020



162

conversions tracked
across all interactions

CONCLUSION

To transform quality content into quality leads, B2B brands need access to a premium, relevant audience to which content can be tested (and refined).

Attribution is also crucial, giving marketers the ability to measure the quality of their ads, and how it translates to the conversions they receive.

Vortex Co. has combined these elements to help countless Fortune 500 companies see marketing and business success.

Source: See Us Case Study on Network's Social Tracking Tool

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