

# 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. The real issue is:

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 account.



"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 direct sponsored content features is essential, but so was our ability to optimize the data points and the content itself.

### 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, it allowed us to reach:

### Beyond Media

As media buys in optimal content for media, but also content:

### Multi-channel Content Tracking

Network's tool set allowed us to track multi-channel activity 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, 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 to address Network's B2B companies and marketing and business leaders.

# Case Study

**BM King**



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classification of angiosperms based on the types of cotyledon present. Angiosperms are divided into two classes they are monocotyledons and dicotyledons. The dicotyledonous angiosperms have two cotyledons in their seeds and the

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they classified all the seed plants into 3 groups or classes: i.e. dicotyledons (165 families), gymnosperms (3 families), and monocotyledons (34 families). They included disputed orders among orders anomali which they could not place satisfactorily.

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division. Angiosperms bear flowers as reproductive organs. Seeds develop inside fruit. Plant embryos in seeds have structures called cotyledons. Seed leaves. Further classification is based on single cotyledons (monocotyledonous plants) or two cotyledons (dicotyledonous plants).

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interpretation of the probable origins of the angiosperms and their most primitive characteristics and some elucidation of realignments that deviate considerably from other recent classifications. Many botanists have complained about the plethora of new classifications of the angiosperms all differing in many details.

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angiosperms are classified in a single phylum the anthophyta modern angiosperms appear to be a monophyletic group which means that they originated from a single ancestor flowering plants are divided into two major groups according to the structure of the cotyledons and pollen grains among others

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the angiosperms or in new terminology the magnoliophytes are the flowering plants which include perhaps as many as 400 000 species from the science of grapevines second edition 2015 related terms cladistics genus pollinator gymnosperm anthesis arabidopsis evolution tissues

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most modern angiosperms are classified as either monocots or eudicots based on the structure of their leaves and embryos basal angiosperms such as water lilies are considered more primitive because they share morphological traits with both monocots and eudicots

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in any event in this new classification the basal angiosperms contain three superorders or five if one includes magnolianae and ceratophyllanae that are coordinate with the monocots also placed in their own superorder and ten additional superorders eudicots for a

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