

# INFOCORE

## DIGITAL MARKETING

## INFOCORE DRIVES ONLINE TRAFFIC AND BUILDS AWARENESS WITH DIGITAL DISPLAY ADS

### ABOUT US

Since 1992, Infocore has helped marketers build audiences and establish strong relationships with potential and existing customers

### YOUR PARTNERSHIP WITH INFOCORE DELIVERS:

- Volume pricing from our vetted data suppliers
- Campaign management expertise
- Multimedia strategies

### CHALLENGE

Our telecommunications client wished to source high-performing audience data in order to execute a cost-effective digital marketing campaign that would drive traffic to their website and build brand awareness in the marketplace.

### SOLUTIONS

Infocore identified 6 business segments by their SIC (Standard Industrial Classification) codes. These segments included professional services, health care, restaurants, retail, manufacturing, and other services. Within those business segments, we targeted decision makers in companies that had 1 to 500 employees.

Our selects found 521,000 total records. Within those records, we chose 2 contacts from each unique company for a total of 370,000 total contacts. For this case study, our focus was on B2B marketing. However, based on the success, the client will be adding B2C contacts and email as an additional channel for future campaigns.

We used our CCI (Continuous Campaign Improvement) approach to optimize weekly performance based on analytics from the client's website. Guided by those metrics, we changed the offers, creative and size of digital display ads as well as expanded our segments as needed to maximize exposure, increase clicks and add more impressions.

### CONTINUOUS CAMPAIGN IMPROVEMENT



Our CCI (Continuous Campaign Improvement) approach offers:

- Testing rooted in direct marketing principles
- Monitoring and analyzing results
- Applying learnings from current campaigns to future programs to improve results

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## CLIENT TESTIMONIALS

*"We count on Infocore to give us the best data available to reach our client's target audience and they never let us down. They vet the data from multiple vendors so we don't have to and I know I can trust their recommendations - they make my job so much easier!"*

- RAPP Agency  
Director, Experience Analytics

*"The Infocore team has taken responsiveness to a whole new level. We rely on them every day and they always meet our needs."*

- Epsilon  
Regional Vice President

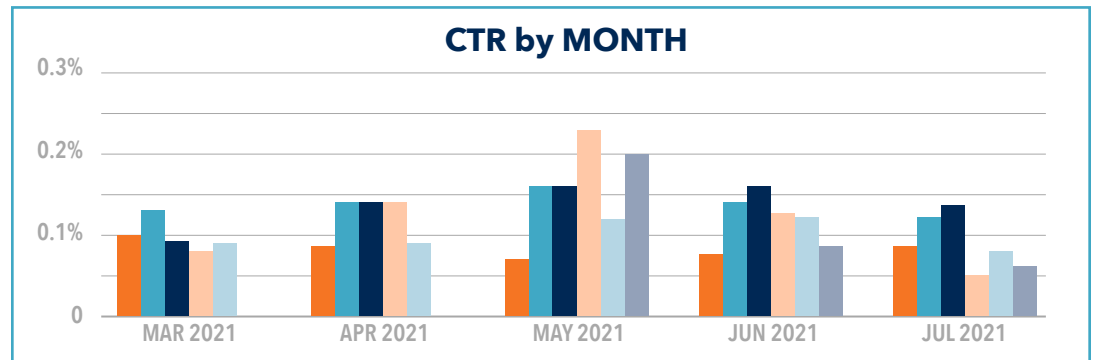
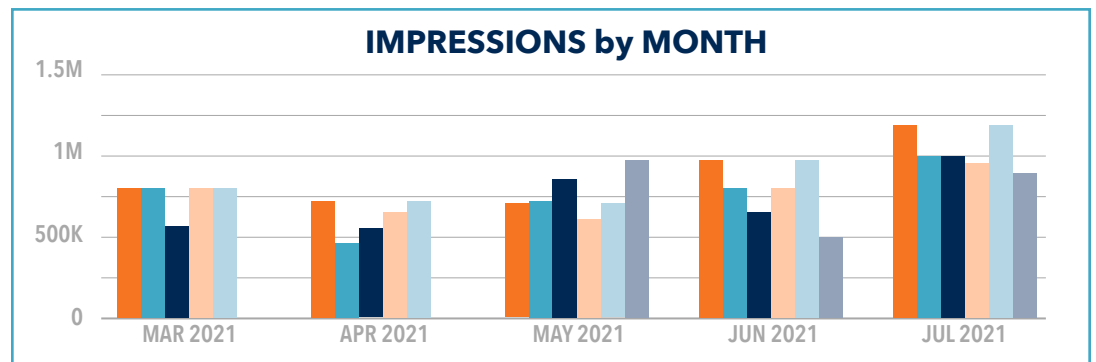
*"Infocore does so much more for us than just execute campaigns. They take a consultative approach and advise on everything from industry trends and best practices to the best day-of-week for deployments. Overall, they have improved our campaign performance with high-performing data sources."*

- Maritz Automotive  
Senior Direct Marketing Strategist

## RESULTS

Our first round of digital display ads, including native, contextual and banner ads, ran competitively with ads managed by other data suppliers. With paid impressions reaching 6.2 million, the Infocore campaign achieved the highest response as compared to non-Infocore display campaigns to similar audiences. In addition, the national average rate for click-through ads is .07%. Our click-through rate significantly outperformed the national average at .089%.

### Decision Makers in Six Business Segments - (1 to 500 Employees)



HEALTH CARE    MANUFACTURING    PROFESSIONAL SERVICES    RESTAURANTS    RETAIL    ALL OTHERS

## CONCLUSION

Infocore's high-quality, highly targeted audience data outperformed all other data from competitive suppliers. In addition, our CCI approach was effective at monitoring and analyzing metrics in order to improve outcomes by increasing impressions and clicks. Ultimately, our data-driven digital marketing campaign, utilizing digital display ads, proved to be a cost-effective way to successfully drive traffic to our client's website and build awareness of our client's brand.



INFOCORE

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