

CASE STUDY:

CX Network helps a leading VOC provider tap into new markets and generate top quality leads.

CX Network combined prospecting and profiling tools to drive leads for a cutting edge VOC technology provider.

Profiling finds The hottest SQLs

The leading VOC provider needed help tapping into a new market to introduce their latest VOC technology and identify potential buyers. CX Network's campaign generated a 35% CTR and an engaged audience led to a website bounce rate that was 16.5% less than industry average.



Dedicated email blasts to key targets



Significant brand exposure on the CX Network home page



Customised landing page



Inserts into the CXN newsletter to 19k members



Daily social media posts

Overall Results

322

Sales qualified leads

2,991

Unique sessions*

The option to take up retargeting

CX Network builds marketing campaigns holistically with a full funnel approach. To tap into new markets CX Network relies on profiling. However to re-engage potential leads retargeting is essential to convert MQLs as part of a larger process into hot SQLs.

*this is unique sessions driven to the dedicated landing page



Do you have a compelling case study? Talk to me!

John Kearns
sponsorship@cxnetwork.com