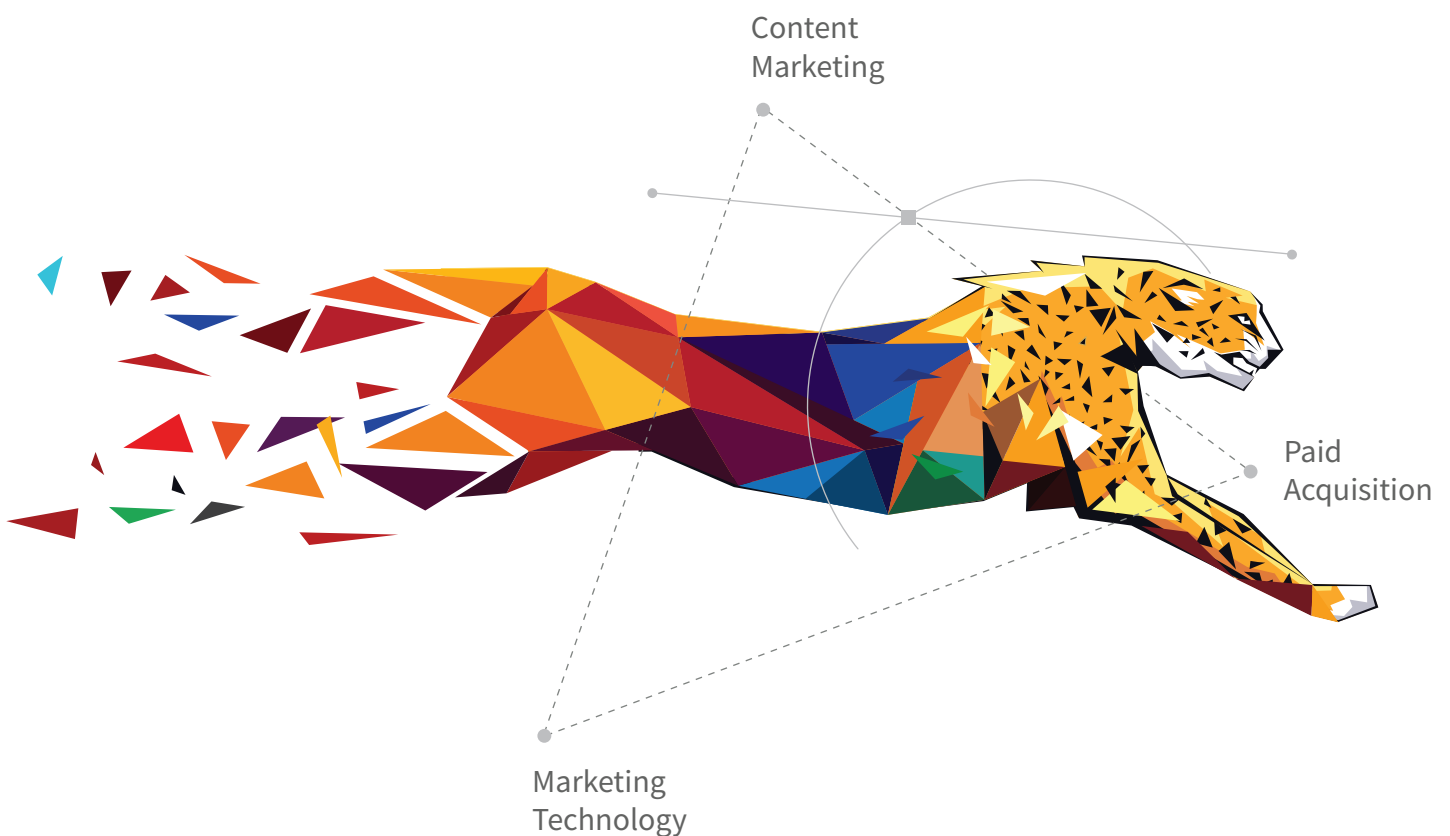


CASE STUDY

50% Reduction in Cost Per Guaranteed MQL for a Leading Wi-Fi Products Seller



When You Think of

DEMAND

ACCELERATION

Think of Us.

CASE STUDY

50% Reduction in Cost Per Guaranteed MQL
for a Leading Wi-Fi Products Seller



Overview

Our client is a NYSE listed leading wireless systems vendor. They offer Wi-Fi systems for mobile carriers, broadband service providers, and corporate enterprises. A large part of their business comes from industries such as hospitality, retail, healthcare, transportation hubs, and education.

Building on technology ahead of its time, the company became a pioneer in the Wi-Fi infrastructure market, enabling carriers and enterprises to stay ahead of the exploding demand for high-bandwidth applications and services. Today, the company delivers great wireless experience that makes everyday life and business better across the globe.

Challenge

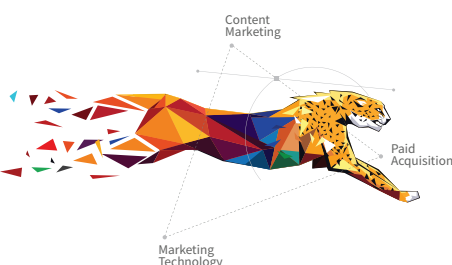
A combination of very targeted audience and niche industry vertical made this campaign unique:

1. Our client wanted to target only IT Managers and Network Director titles within the higher education market
2. Global focus across Australia & NZ, US, Canada, UK and India and very strict Cost Per Lead targets only added to the challenge

Solution

We mapped the target persona against the range of assets available with the client. Whitepapers, Case Studies, and Data Sheets were evaluated and mapped to persona.

Using our proprietary Media Network, MWiz, we identified the right publisher mix and proposed a Guaranteed Leads campaign. We tested multiple asset types and optimization strategies to ensure that only MQLs were delivered and that the Target Cost Per Guaranteed MQL was met. The quality of leads was maintained by testing multiple qualifying questions.



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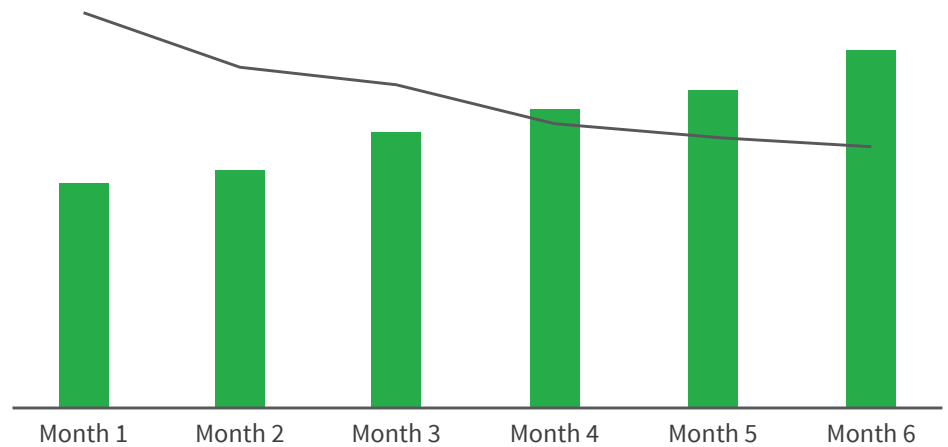
Results

A carefully orchestrated campaign with the right assets, optimization techniques, and publishers helped us:

1. Deliver 2,000+ high quality MQLs in 6 months
2. Reduce the Target Cost Per Guaranteed MQL by 50%

This media program consistently outperformed other digital channels. As a result, the client moved budgets from other under-performing channels to Position²'s guaranteed leads program.

MQL Vs CPL



About Position²

Toll-free (US): 800-725-5507
www.position2.com

Position² accelerates demand through integrated Content Marketing, Paid Acquisition, and Marketing Technology solutions.

Our solutions are mapped to buyer's journey across touch-points such as search, social, mobile, media and email, and are powered by cutting-edge content creation, web development, analytics, and marketing automation. A wide range of companies, from startups to Fortune 500s, covering a number of vertical markets, rely on our marketing experts, engineers, data scientists, writers and designers, to rapidly deploy and scale integrated marketing campaigns.

