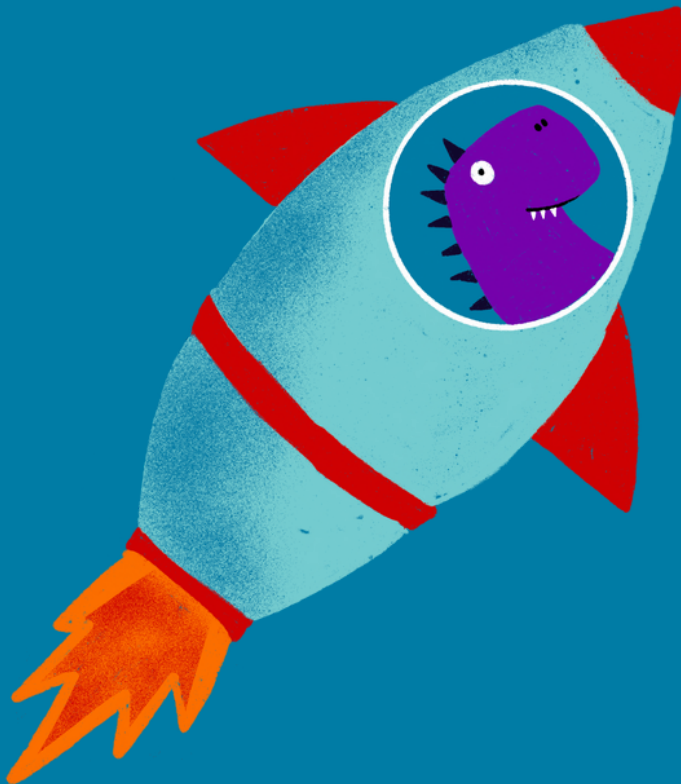




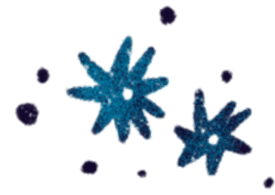
MORE THAN **\$6 MILLION** IN NEW CLOSED DEALS

DRIVING **MASSIVE REVENUE GROWTH** WITH INFLUENCER MARKETING



FREE TRIAL FRENZY

HOW OUR CAMPAIGN INCREASED FREE TRIAL COMPLETIONS BY 62%



In today's competitive marketplace, businesses are always looking for new ways to drive revenue growth and increase engagement. Our global software client was no exception. Despite having a strong product offering and an established customer base, they were facing challenges in reaching new prospects and generating new leads. That's when they turned to us for help. Our team developed a comprehensive influencer marketing campaign that leveraged the power of social media to connect with potential customers and drive sales. The results were impressive, with our campaign generating over \$6 million in new closed deals, increasing free trial completions by 62%, and driving significant increases in website traffic and engagement. Here's a closer look at how our influencer marketing campaign delivered massive revenue growth for our global software client.

THE CHALLENGE

HOW OUR GLOBAL SOFTWARE CLIENT NEEDED TO BREAK THROUGH THE NOISE AND DRIVE MORE SALES

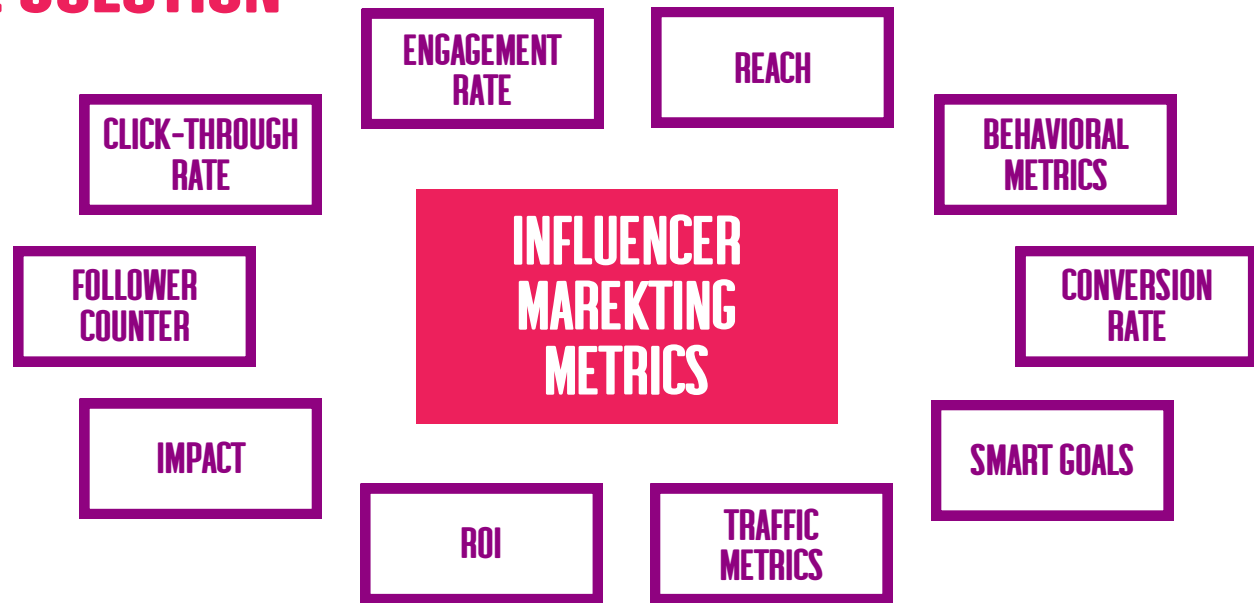
Our global software client was facing a common challenge: how to increase sales and engagement in a competitive market. Despite having a strong product offering and an established customer base, they needed a way to break through the noise and reach new prospects. That's when they turned to us for help.

THE SOLUTION

HOW OUR INFLUENCER MARKETING CAMPAIGN LEVERAGED SOCIAL MEDIA TO CONNECT WITH POTENTIAL CUSTOMERS

Our team developed a comprehensive influencer marketing campaign that leveraged the power of social media to connect with potential customers and drive sales. We identified key influencers in the industry who could help promote our client's software and engage with their target audience. Through a combination of sponsored content, influencer partnerships, and social media advertising, we were able to reach a wider audience and generate more leads.

THE SOLUTION



CLOSED DEALS

HOW OUR CAMPAIGN GENERATED OVER \$6 MILLION IN NEW CLOSED DEALS

Our influencer marketing campaign delivered impressive results, driving massive revenue growth and increasing engagement for our global software client. Here are some of the key results:

- **Closed Deals:** Our campaign generated 1,127 new closed deals, totaling \$6,480,092.
- **Free Trial Completions:** Our campaign increased free trial completions by 62%, with a total of 9,194 completions.
- **Traffic:** Our campaign increased website sessions by 96%, driving more potential customers to our client's website.
- **Landing Page Views:** Our campaign increased landing page views by 1,605%, allowing us to engage with a larger audience and generate more leads.
- **Unique Pageviews:** Our campaign increased unique landing pageviews by 1,450%, indicating that our content was resonating with our target audience.
- **Thank You Pageviews:** Our campaign increased thank you pageviews by 3,605%, indicating that our calls-to-action were effective in converting leads to customers.
- **Unique Thank You Pageviews:** Our campaign increased unique thank you pageviews by 6,882%, indicating that our content was highly engaging and resonated with our target audience.

CONCLUSION

HOW OUR INFLUENCER MARKETING CAMPAIGN DELIVERED MASSIVE REVENUE GROWTH AND INCREASED ENGAGEMENT FOR OUR GLOBAL SOFTWARE CLIENT

Overall, our partnership with this business services client was a true testament to the power of a comprehensive digital marketing strategy. By combining our expertise in SEO and paid advertising, we were able to drive tangible results and deliver a significant return on investment for our client. We are proud to have been a part of their success story and look forward to continuing to help businesses grow and thrive through effective digital marketing strategies.

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ROI

ASAP

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