



Exceeding lead generation targets with an integrated campaign...



the challenge

Having previously used brand activity to drive visitors to dedicated microsites, Microsoft now wanted a campaign that would deliver more qualified leads. Specifically they were looking for individuals who fit the profile of a CRM user and they expected a CTR (click through rate) greater than the industry standard of 0.2 per cent.

“With its experience in community-based sites, we knew that Sift Media could provide the right volume of responses from the right people and fulfil the objectives of the campaign.”

Alan King, Universal McCann
Appointed advertising agency for Microsoft

the solution

A series of activities across MyCustomer.com, Finance Week.co.uk and flagship title AccountingWEB.co.uk gave Microsoft the ability to reach each of its specified target audiences.

Contextual marketing was used to encourage users to view content and download documents. Personalised invitations to carefully selected groups in each community directly engaged the user with relevant and useful material.

This integrated campaign offered a perfect example of how leads can be procured by encouraging community members to sign up for downloads (white-papers, interviews, or a podcast) in exchange for contact/business details.

the results

During the three month campaign the objectives set by Microsoft were not only achieved but the targets were significantly exceeded. The success of the response generation campaign was measured according to downloads completed where prospect details were given and permission granted for Microsoft to make further contact. Exactly 729 unique responses were generated against a target of 600.

The level of brand awareness achieved by this campaign was measured in terms of click-through rates directly from on-site creative. The total number of click throughs from the campaign through creative alone was 2,649 against a target of 2,000 – that’s 132% against target!