

Case study: Rugged Logic

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FinanceWeek

Rugged Logic

Forecasting... the future

Specialist forecasting software provider Rugged Logic turned to AccountingWEB.co.uk and associate web site Finance Week to provide the ideal target audience for its new product launch.

“ Traditionally we have found email bulletins get results, however we have also had a brilliant response from banner adverts on AccountingWEB.co.uk – at the launch in February we got 100 leads from the banner campaign alone. ”

Debbie Pettitt
Business Development Manager, Rugged Logic

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The business challenge

To promote the launch of a new Rugged Logic product to large corporate organisations and accountants in business.

Sift Media's solution

Rugged Logic required maximum exposure to the AccountingWEB.co.uk and Finance Week audiences in order to generate quality leads for its new forecasting product.

The solution comprised of a package of complementary media solutions, including ad inserts in email bulletins and specifically designed on-site creatives such as banner ads and skyscrapers.

Sift Media's solution also focused on establishing Rugged Logic as a 'thought leader', by placing the company in prime position in front of AccountingWEB.co.uk's Excel users. A combination of brand presence within AccountingWEB.co.uk's ExcelZone and sponsorship of an Excel-based training session resulted in Rugged Logic's 'technical guru' being one of the named experts answering members' questions about forecasting and budgeting on the AccountingWEB.co.uk 'Any Answers' forum.

"It made perfect sense for us to sponsor ExcelZone as our software runs in Excel. This, and sponsoring a budgeting and forecasting training session run by AccountingWEB.co.uk's IT expert David Carter, has helped increase awareness of what we do among the audience," observes Debbie Pettitt, Rugged Logic's Business Development Manager.

The client

Rugged Logic is a provider of robust, reliable forecasting software used by finance professionals around the world. Formed in 2003, the company produces Excel-based models designed to individual company specifications using Rugged Logic's own SpreadsheetBuilder technology. The software, which has ICAEW (Institute of Chartered Accountants in England and Wales) accreditation, is widely used by more than 11,000 corporate businesses and accountancy firms, with PricewaterhouseCoopers, NatWest bank and BT among the first to use the technology.

Key successes

- 643 click-throughs from 120,000 on-site creative impressions
- 593 responses from email newswire ad inserts
 - 232 responses from FinanceWeek
 - 361 responses from AccountingWEB.co.uk

Why was Rugged Logic looking for a new type of marketing campaign?

Rugged Logic launched its new forecasting product in January 2007, giving users new functionality to model loans and VAT. Rugged Logic had already decided not to focus on print advertising for the launch, preferring to use online solutions for their promotional activity:

"Nearly all the company's advertising is done online because we have found the level of response so much better," notes Debbie.

The launch campaign took full advantage of Finance Week, the recently re-launched Sift Media publication for corporate finance professionals and a sister site to AccountingWEB.co.uk. Debbie comments: "After an initial push to accountants and advisers on AccountingWEB.co.uk, we switched our focus to Finance Week to target the corporate market too. We have a fairly lengthy sales cycle, but have found it is faster within the corporate market so are now focusing on that."

“ The Sift Media team has helped a great deal, being very creative in the way our promotional activity has been put together. ”

Why AccountingWEB.co.uk was chosen

"AccountingWEB.co.uk was one of the first websites we chose to use because we were looking to target accountants and advisers and we knew this audience was heavily subscribed to the site," says Debbie. Not only did AccountingWEB.co.uk provide the target audience that Rugged Logic were looking for, but it also provides a seamless approach for pre-registered users to find out more about the new product.

"People can register for a free web demo via a landing page on AccountingWEB.co.uk. The form they complete is pre-populated if they are already registered with AccountingWEB.co.uk, saving them time and effort. If we didn't have that functionality I'm sure we would get a higher dropout rate, so this means more leads are reaching us," comments Debbie.

“ We have had great success with the email bulletin campaigns, particularly on Finance Week. ”

The campaign in detail

- A microsite was created within the ExcelZone section of AccountingWEB.co.uk to host content, with supporting 'expert' input from Rugged Logic
- New creative advertising was designed – Flash-based banners and skyscrapers – as a key part of the campaign.
- 'Countdown' banners were run in the week before the product launch to generate early interest amongst the audience
- Banners and skyscrapers were run across both AccountingWEB.co.uk and Finance Week for eight weeks – 60,000 impressions in total
- 10 email bulletin advertisements were run firstly on AccountingWEB.co.uk, then on Finance Week
- An AccountingWEB.co.uk training event was sponsored by Rugged Logic – this coincided with the new product launch in January 2007

Campaign results

The count-down banners ran for seven days in January - 120,000 impressions were served and a total of 643 click-throughs were generated – a 0.51% click-through rate, more than double the average response.

“ AccountingWEB.co.uk has been pivotal in the development of our company in both generating good quality leads and building brand awareness, and we have been delighted with all the support from the Sift Media team. ”