

AD-TECH COMPANY

CONTENTLY CASE STUDIES

CHALLENGE

An emerging ad-tech company was looking for a direct way to reach its desired audience of CMOs, search marketers and media buyers, and spread word about their technology throughout the ad-tech blogosphere.

They knew the best way to reach those marketers was through guest submissions on well-read industry trade publications. All of these publishers were willing to accept submissions from industry voices as long as they met a certain threshold of quality; **the challenge was creating high-quality guest articles to submit.**

SOLUTION

The ad-tech company engaged Contently about using the platform and writers to create thought leadership articles for the company's executives. Contently supplied the company with an editorial team experienced in the ad-tech space, and they quickly developed **a close working relationship with the company's marketing team.** The company also leveraged the Contently platform to manage a heavy editorial workflow of internal company blog posts, guest posts, and white papers.

OUTCOME

In a single month working with Contently's team, the company was able to link over \$65,000 in closed deals directly to its content spend:

- A \$3,500 initial spend on content resulted in \$65,000 in closed deals in the first month... an estimated 1850% return on investment. This was by far the company's most efficient marketing channel.
- Guest submissions across publications averaged over **200 social shares** on Facebook, Twitter, Google + and LinkedIn, greatly dispersing company-focused content through marketers' social graphs.
- The company's white papers were downloaded **257 times in a single month**; with each one of those downloads representing a qualified lead.
- In total, the company has created over **120 stories** with Contently.
- Through March, the company has directly linked over **investment in Contently content returned over \$100,000 in revenue to it's content.**
- The company's executives have been bylined in over **70 articles** in industry-focused publications.

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The company has since increased its monthly and annual spend with Contently, and is shifting more and more of its marketing budget away from traditional channels and into content.

