



Chango Marketers Against Marketing

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Chango

How Canada's Fastest Growing Tech Company Achieved a 4x ROI on Content in Less Than One Year

Since 2012, Chango, a programmatic advertising platform, has partnered with Contently to produce a 12-15 quality pieces of content each month - from blog posts and infographics to executive perspectives and print publications. With their modest initial investment, they were able to immediately gain ROI in a payback period of 3 months. Since then, they've invested much more in content overall, and all that hard work has led to over 6,000 new leads last year for Chango.

More recently, Deloitte named them Canada's fastest growing technology company for 2014.

“Developing content that is helpful to our audience has been the most effective way that Contently has helped us build brand awareness and generate leads for the business.”

—BEN PLOMIOM, VP of Marketing

Challenge

Chango needed to reach their target audience of senior marketers and media buyers most effectively with guest submissions in popular industry trade publications.

Contently supplied Chango with talented writers from the world's best publications. The Contently talent network helped Chango produce high quality articles on everything from programmatic advertising to marketing automation.

Solution

By using Contently content production per piece was reduced by 20%, saving hundreds of hours in total production time.

Due to the high-volume operation, the company was able to leverage the Contently platform to manage their internal company blog posts, infographics, guest posts, and white papers.

Results

4x

return on total investment in less than one year

6,000

leads per year just from content marketing initiatives

50+

bylines earned by Chango executives in industry-focused publications.

Examples of work



Interested in working with us?

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