

# CASE STUDY



## INDUSTRY

IT Business  
Management  
Software

## TIME FRAME

1 year



↑ 133%  
TOTAL  
LEADS

60%+  
MEL TO  
MQL RATIO

↑ 113%  
CONVERSION  
RATE

## CLIENT

Our client creates the world's leading IT business management software whose innovative platform is used by companies in over 90 countries.

## TARGET AUDIENCE

IT service providers, managed service providers, and in-house IT staff spanning the globe, including North America, EMEA, and APAC.

## CHALLENGES

Prior to working with Dragon360, the client had seen success with digital advertising efforts managed in-house, but was not reaching its full potential in attracting new qualified prospects, and growing monthly recurring revenue.



## SOLUTIONS

### ○ Sales Cycle Discovery Process

Prior to developing a new digital advertising strategy focused on the client's growth goals, Dragon360 worked with the client to understand the nuances of its sales cycle including sales stages, qualification standards, target markets, and time to close.

### ▼ Full-Funnel Strategy

Dragon360 developed and executed a digital advertising strategy that focused on the entire marketing funnel, from Awareness through Interest, Decision, and ultimately Action.



## SOLUTIONS

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### **Funnel-Aligned Content Marketing**

Creative and content assets, including industry benchmarking ebooks, brand-focused webinars, and product demos, were strategically aligned to each stage of the funnel. Pairing these assets with advertising channels ranging from social to paid search to retargeting, Dragon360 put into motion a strategy focused on moving the user from top to bottom of the funnel in a systematic approach.



### **International Advertising**

Serving customers within EMEA and APAC, including 7 languages, required customized advertising and testing strategies to each market's audience. Building on the full-funnel approach developed and executed by Dragon360, region and language-specific campaigns were deployed to best match the unique cultural and business nuances within each market.



### **Advanced Audience Targeting**

In addition to paid search keywords focused on capturing demand and intent, a robust set of audiences were created and targeted across appropriate advertising channels. Such audiences included pipeline and customer email addresses, company names, decision-maker and decision-influencer titles, members of relevant social platform groups, and advanced website retargeting engagements..