

VORTEX CO. CASE STUDY

How Vortex Co. used Network's
Social Tracking Tool to Make their
B2B Conversions Skyrocket!

OVERVIEW

Content and engagement have been proven to B2B brands as another avenue where the phrase "If you build it, they will come" has stopped to apply. However, if you invest marketing spend, brands will see a return on their marketing investment. But we know that's not true today, so we're here to help.

To achieve our goal of reaching highly-targeted, high-quality, and diverse audiences, Network's Sponsored Updates and Audience Discovery Targeting will be our primary social advertising tools.

The approach helped us reach our business-critical professionals we needed to, but also track sharing and conversions that were beyond our direct interactions with the target audience.



APPROACH

Testing Content was Essential

Understanding Facebook's latest sponsored content features is essential, and we used 10 ad sets to determine the best ways to drive website traffic.

Well-Targeted Targeting

Network's premium professional targeting set us apart. It allowed greater focused audience marketing, along with better granular segmentation, increased our reach.

Beyond Media

We made sure to optimize content for mobile, but also desktop.

Multiplatform Content Tracking

Network's tool set allowed us to track multiplatform activity beyond the first click, social sharing and more more.

RESULTS



42%
under CPA
(cost-per-action)
Goal



21%
conversion
rate in 2020



162
conversions
tracked across
all interactions

CONCLUSION

To maximize quality content and quality leads, B2B brands need access to a premium, relevant audience in which content can be placed and measured. The bottom line is that content, going to market, the ability to measure the quality of their ads, and how it contributes to the conversions they receive. BlueTag has combined these elements to help to address Facebook B2B companies' ad marketing and business issues.

"As a Certified Ad Partner, we've seen up close how Network ads attain outstanding results for client advertising strategies. So, when we decided to run our own campaign focused on generating high quality B2B leads, adding the power of Network's Sponsored Updates to our own real-time tracking technology was a step forward for us."

- Benette Fitzgerald Vice President, Marketing @ Vortex Co.

Case Study

Baron, Annette, McNeal, Kelly



Case Study:

Applications of Case Study Research Robert K. Yin, 2011-06-21 Designed to help both graduate students and start up researchers with their own case study research this book presents 21 individual applications of the case study method together with cross referenced discussions of key methodological issues Many of the applications including a wide array of single case studies useful as examples for solo researchers have been shortened or re written expressly for this book The Case Study Handbook William Ellet, 2007 If you ve enrolled in an executive education or MBA program you ve probably encountered a powerful learning tool the business case This text presents a potent approach for analysing discussing and writing about cases **The Case Study Anthology** Robert K. Yin, 2004-04-07 The Case Study Anthology the latest from bestselling author Robert Yin introduces readers to the world of case study research It contains 19 carefully chosen and well edited works some of which represent excerpts from all time classic case studies in sociology political science and related disciplines This anthology will help readers to understand how case study research has been conducted including the current state of the art and how they might conduct their own case studies Case Study Methodology in Higher Education Baron, Annette, McNeal, Kelly, 2019-06-28 In higher education case studies can be utilized to have students put themselves into problems faced by a protagonist and by doing so address academic or career related issues Working through these issues provides students with an opportunity to gain applied perspective and experiences Professors in higher education who choose this method of teaching require navigational tools to ensure that students achieve stated learning objectives *Case Study Methodology in Higher Education* is an essential research publication that focuses on the history and theories relating to case study methodology including techniques for writing case studies and utilizing them in university settings to prepare students for real life career related scenarios This publication features a wide range of topics such as educational leadership case writing and teacher education It is essential for educators career professionals higher education faculty researchers and students **Multiple Case Study Analysis** Robert E. Stake, 2013-04-29 Examining situational complexity is a vital part of social and behavioral science research This engaging text provides an effective process for studying multiple cases such as sets of teachers staff development sessions or clinics operating in different locations within one complex program The process also can be used to investigate broadly occurring phenomena without programmatic links such as leadership or sibling rivalry Readers learn to design analyze and report studies that balance common issues across the group of cases with the unique features and context of each case Three actual case reports from a transnational early childhood program illustrate the author s approach and helpful reproducible worksheets facilitate multicase recording and analysis Case Study Analysis in the Classroom Renee W. Campoy, 2004-09-13 *Case Study Analysis in the Classroom* encourages students to consider best practices in teaching and to solve problems concerning students who are gifted underachieving resistant to classroom learning or who have special needs This book is a valuable way to introduce students to the complex world of

teaching and learning Arthur T Costigan Queen s College City University of New York Stories of students in need or of teachers who are struggling draw readers into the process of solving classroom problems in a manner that traditional textbook formats are unable to match Presented in an engaging and stimulating manner Case Study Analysis in the Classroom Becoming a Reflective Teacher provides beginning teachers a variety of typical classroom problems to analyze and solve Solving the case study problems helps new teachers develop the knowledge bases they need to solve real problems in their own classrooms More than a book of cases it is an important starting point for students learning about case study research especially the analysis of cases and their potential uses in the classroom In addition readers will also be guided through the process of reflective problem solving developing an educational philosophy and writing their own case studies Author Renee Campoy has written cases that tackle challenging and controversial problems Her approach rests on the foundation that authentic learning and growth are best achieved through ideas that challenge assumptions and preconceived notions about education A matrix of case studies is included that groups the cases by grade level case focus and primary educational topic allowing students and instructors at all levels to customize their use of the book Case study topics include Low academic achievement Learning disabilities Low motivation Misbehaving and disruptive students Reluctant readers High stakes assessment Inappropriate scaffolding Cultural conflict Socioeconomic issues Attention deficit hyperactive disorder Parent conferences Bilingual education To support the problem solving process each case study includes a rubric that provides feedback to the reader about the quality of their solution The rubric is research based and written according to the King and Kitchener model of reflective judgment This approach encourages teachers to apply their classroom experiences knowledge of content and understanding of learning theory during classroom problem solving Case Study Analysis in the Classroom is well suited as a text for courses throughout education curricula including educational foundations research methods field experience and practicum and instructional strategies courses It will also be an invaluable desk reference for practicing teachers and administrators who need additional guidance on classroom problem solving

Case Study Research John Gerring,2007 Aims to provide a general understanding of the case study method as well as specific tools for its successful implementation It breaks down traditional boundaries between qualitative and quantitative experimental and nonexperimental positivist and interpretivist

The Anatomy of the Case Study Gary Thomas, Kevin Myers,2015-05-20 This sharp stimulating title provides a structure for thinking about analysing and designing case study It explores the historical theoretical and practical bones of modern case study research offering to social scientists a framework for understanding and working with this form of inquiry Using detailed analysis of examples taken from across the social sciences Thomas and Myers set out and then work through an intricate typology of case study design to answer questions such as How is a case study constructed What are the required inherent components of case study Can a coherent structure be applied to this form of inquiry The book grounds complex theoretical insights in real world research and

includes an extended example that has been annotated line by line to take the reader through each step of understanding and conducting research using case study *Case Study Research In Educational Settings* Bassey, Michael,1999-05-01 Readers are taken through the various stages in conducting case study research including a helpful account of data collection and data analysis methods Structured narrative and descriptive approaches to writing case study reports are also discussed

Advanced Physiology and Pathophysiology Nancy Tkacs,Nancy C. Tkacs,Linda Herrmann,Randall Johnson,2020-03-26 Note to Readers Publisher does not guarantee quality or access to any included digital components if book is purchased through a third party seller Specifically designed for future healthcare providers who will diagnose manage and prescribe This advanced physiology and pathophysiology text is designed to address the specific learning needs of future nurse practitioners physician assistants and other advanced healthcare providers caring for patients across the lifespan Focusing on practical applications of physiology it facilitates in depth understanding of important pathophysiological concepts as they relate to major disorders commonly seen in clinical practice and includes comprehensive pediatric and geriatric considerations This knowledge is crucial to providing the foundation required to be an informed and confident clinical decision maker The author team includes experienced clinicians and educators nurses and nurse practitioners physician assistants doctors of pharmacy physicians and basic scientists This collaboration has produced a text that carefully details and richly illustrates the cellular structure and function of each organ system and mechanisms of associated major clinical disorders Uniquely interweaving aspects of organ function during healthy states with disease associated changes the text emphasizes and extends the basic science foundation to practical clinical applications The text promotes a deep understanding of cellular function in health and disease that provides the bedrock knowledge required to master pharmacology for prescriptive practice Equally important the solid foundation of applied pathophysiological mechanisms offered in this text prepares the student clinician to care for patients with a broad variety of disorders This resource not only provides a deep dive into pathophysiology but it also examines why patients often present with particular symptoms the rationale for ordering specific diagnostic tests and interpretation of results and common management strategies that proceed from the underlying pathophysiology Key Features Designed explicitly to build a foundation for pharmacology and clinical courses that lead to successful clinical practice and prescribing Includes comprehensive lifespan considerations with key insights from specialists in pediatric and geriatric pathophysiology Provides a complete chapter on the basic principles of genetics and genomics with coverage of genetic variations assessment and genomics woven throughout the book Integrates thought questions and case studies to promote discussion and synthesis of information Offers a unique Bridge to Clinical Practice in each chapter to translate science to patient care Includes more than 500 images to illustrate complex scientific concepts Summarizes the contents succinctly with handy key points at the end of each chapter Provides access to the fully searchable ebook including student ancillaries on Springer Publishing Connect™ *21st-Century Statecraft* Nayef

Al-Rodhan,2022-07-28 From civilisational frontier risks associated with new challenges like disruptive technologies to the shifting nature of great power conflicts and subversion the 21st century requires a new approach to statecraft In 21st Century Statecraft Professor Nayef Al Rodhan proposes five innovative statecraft concepts He makes the case for a new method of geopolitical analysis called meta geopolitics and for dignity based governance He shows how in an interdependent and interconnected world traditional thinking must move beyond zero sum games and focus on multi sum and symbiotic realist interstate relations This requires a new paradigm of global security premised on five dimensions of security and a new concept of power just power which highlights the centrality of justice to state interests These concepts enable states to balance competing interests and work towards what the author calls reconciliation statecraft Throughout Professor Al Rodhan brings his philosophical and neuroscientific expertise to bear providing a practical model for conducting statecraft in a sustainable way

Photochemistry of Organic Compounds Petr Klán,Jakob Wirz,2009-01-28 Photochemistry of Organic Compounds From Concepts to Practice provides a hands on guide demonstrating the underlying principles of photochemistry and by reference to a range of organic reaction types its effective use in the synthesis of new organic compounds and in various applications The book presents a complete and methodical approach to the topic Working from basic principles discussing key techniques and studies of reactive intermediates and illustrating synthetic photochemical procedures Incorporating special topics and case studies covering various applications of photochemistry in chemistry environmental sciences biochemistry physics medicine and industry Providing extensive references to the original literature and to review articles Concluding with a chapter on retrosynthetic photochemistry listing key reactions to aid the reader in designing their own synthetic pathways This book will be a valuable source of information and inspiration for postgraduates as well as professionals from a wider range of chemical and natural sciences

EPA National Publications Catalog United States. Environmental Protection Agency,2001

Monthly Catalogue, United States Public Documents ,1995-03

The Field Guide to the 6Ds Andy Jefferson,Roy V. H. Pollock,Calhoun W. Wick,2014-04-10 Practical guidelines for implementing the six disciplines of breakthrough learning The Six Disciplines of Breakthrough Learning has become a standard for companies serious about increasing the return on their investment in learning and development Now the authors help workplace learning professionals apply the concepts of their bestselling book With real world applications case studies how to guidelines and practical advice and examples for implementing the 6Ds The 6Ds Fieldbook Beyond ADDIE will help organizations substantially increase the return on investment and decrease learning scrap the potential value that goes unrealized in many learning and development initiatives Helps OD professionals apply the concepts of the bestselling Six Disciplines of Breakthrough Learning Includes all new case studies examples tools and best practices in use by organizations that have successfully used the 6Ds Taps into the experience and expertise of 6Ds practitioners Linking to social media to enhance the lessons of the book The 6Ds Fieldbook is an easy to use and widely applicable guide to getting the most from

learning and development *Making Research Relevant* Kelly L. Wester, Carrie A. Wachter Morris, 2024-11-05 Making Research Relevant is the ideal core textbook for master's level introduction to research methods courses in any mental health field. Accessible and user-friendly, it is designed to help trainees and practitioners understand, connect, and apply research to clinical practice and day-to-day work with students and clients. The text covers foundational concepts such as research ethics, the consumption of research, and how to analyze data, as well as an additional 11 applied, evaluative, and outcome-based research methods that can be applied in practice. Easy to read, conversational chapters are infused with case examples from diverse settings, paired with brief video lectures and a practice-based application section which provides vignettes and practice to guide application and visual components that demonstrate how research methods can benefit mental health practitioners in real-world scenarios.

Case Study Research in Education Sharan B. Merriam, 1991-04-08 A practical guide for designing and carrying out a qualitative case study in education, this text provides advice for managing all phases of case study research, from translating educational issues into specific research problems and collecting data to organizing the final case report.

The Case Study as Research Method Yves-Chantal Gagnon, 2011-01-27T00:00:00-05:00 The main advantages of case research are that it can produce an in-depth analysis of phenomena in context, support the development of historical perspectives, and guarantee high internal validity, which is to say that the observed phenomena are authentic representations of reality. In short, the case study is adaptable to both the context and the researcher.

Proceedings of IAC in Vienna 2022 Group of Authors, 2022-12-08 International Academic conferences: Global Education, Teaching and Learning, IAC, GETL, Management, Economics, Business and Marketing, IAC, MEBM, Transport, Logistics, Tourism and Sport, Science, IAC, TLTS, Engineering, Robotics, IT and Nanotechnology, IAC, ERITN.

How to Do Your Case Study Gary Thomas, 2011-01-19 This accessible text introduces students and researchers to the basics of case study research using a wide range of real-life examples. It deals with the core issues and methods that anyone new to case study will need to understand: What is a case study? When and why should case study methods be used? How are case studies designed? What methods can be used? How do we analyze our data and write up our case?

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