

# 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 primary sales channel. "If you build it, they will come" has changed to apply differently. If you invest marketing spend, brands will see returns in a matter of minutes. But we know that's not true today, so we'll prove it for you.

To achieve our goal of tracking highly qualified leads, we used a combination of Network's Sponsored Updates and Audience Discovery Targeting with our own proprietary social analytics tool.

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



"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.

## APPROACH

### Testing Content was Essential

Understanding Facebook's ad targeting options and how to reach ads for our ideal B2B leads to optimize the data points before sending them live.

### Well-Targeted Targeting

Network's premium professional targeting set us apart. It allowed great focused audience marketing along with other great targeting methods, increased our reach.

### Beyond Media

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

### Multi-channel Social Tracking

Facebook is our ad lead to track multi-channel 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 to which content can be served and tracked. The bottom line is that, going forward, the ability to measure the quality of their ads, and how it contributes to the conversions they receive. BlueTag has combined their resources to help to address Facebook B2B companies' lead marketing and business issues.

# Case Study

**RJ Shavelson**



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