

400% Efficiency Gain for a Global Cloud Leader

A/B testing proved the combined power of Advertising and Content Syndication; those accounts saturated with Ads saw 2.5x more leads and 400% cost efficiency from content syndication.



2.5x

More leads per account with coordinated ads and leads



81%

Cheaper cost per lead



400%

Cost efficiency gain

Pro Tip: Create Surround Sound, Not Single Touchpoints

Instead of promoting mid and bottom of funnel content through a single channel, this global cloud leader activated the same assets across both content syndication and paid advertising.

The results were clear. Accounts exposed to advertising generated more content syndication leads than those that were not.

Even more compelling, lead volume increased in direct correlation with ad impressions. The more consistently an account saw the brand, the more likely it was to convert.

The takeaway is straightforward. When you reinforce high value content across channels, you do not just increase reach. You increase response.



**Replace disconnected vendors
with one orchestrated solution**