

# 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, you'll get one thing for sure: lots of guesses. But we know that's not true today, so we'll fix that.

To achieve our goal of tracking highly-targeted, high-quality, and focused business 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 conversions 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 latest sponsored content features is essential, and for us, we'll get better at utilizing the data points and the insights that they give.

### Well-Targeted Targeting

Network's premium professional targeting set us apart. It allows great focused audience marketing, along with other great targeting options, to reach our reach.

### Beyond Mobile

As mobile leads to optimal content for mobile, but also desktop.

### Multiplatform Content Tracking

Network's tool set can be used 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 tested and optimized. The bottom line is that, going forward, the ability to measure the quality of their ads, and how it translates to the conversions they receive. BlueTag has combined their resources to help to address Facebook's sponsored content marketing and business insights.

# Case Study

**Thomas Griffiths**



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