

Security company that needs to increase leads and awareness

Consulting client working on a variety of projects:

- ▶ Website “facelift”
- ▶ GA4 installation
- ▶ GTM set up
- ▶ Google ads audit
- ▶ Creative assets
- ▶ Marketing operations retainer



Client/campaign wins

- ▶ Through consulting partnership, the client moved away from their current agency to have Huddled Masses run all paid media.
- ▶ Closed account with confidence for Huddled Masses to fully manage client’s LinkedIn campaign and test programmatic.
- ▶ Assisted client with LinkedIn creative (added value service to further partnership)
- ▶ Programmatic started seeing secondary conversions within 4 days of starting the campaign.
- ▶ Cross team collaboration: Service worked with Eddie to ensure that all pixels were firing correctly in GTM on the new site.

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 **Direct Digital**
Holdings

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Why do we think that this campaign worked so well?

- ▶ Built client trust from Consulting that transferred to trust in HM managing LinkedIn, Google & Programmatic campaigns.
- ▶ Programmatic started to see secondary conversions (14 by day 4 of the campaign for a CPA of \$70) very quickly due to strategic planning and working with the client to develop a tailored media approach that was able to quickly ramp.
- ▶ Sales, Service and Consulting teams worked together to ensure that pixels/tracking were implemented correctly and ahead of time on the new site and in the Client's GA.
- ▶ Jennifer helped to facilitate all email correspondence to ensure detailed, timely and concise updates to the client.

What did we bring to the client that helped the campaign succeed?



LinkedIn

Helped created copy for 17 LinkedIn ads



Google Sheets

Created Google Sheet for Click Through URLs to automatically generate Bit.ly URL's



Media Dollars

Strategically recommended the best use of media dollars to accomplish their goals

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