

### Program Objective

The ultimate goal was to drive more qualified traffic to the Studies Weekly website in an effort to increase the number of form submissions they receive requesting more information

### Challenges

Marketing in today's world where attention spans are shorter than ever is a difficult task for any marketer. David was needing a team that understood those difficulties and could align the most effective tactics to achieve Studies Weekly's goals while being flexible enough to adjust on the fly throughout the program.

“  
Aside from increased traffic on our website, we also saw an increase in MQL's of over 40% year over year. This helped our sales team in exceeding quota for the year.  
”

David Fiso, Digital Marketing Manager



### Campaign Strategy

JSJD Media's team put together a multipronged digital marketing program leveraging cutting-edge technologies ensuring Studies Weekly would be able to reach their targeted audiences at different stages of their researching journey & decision making process.

### Tactics Utilized

- LinkedIn Targeting
- Programmatic Display/Video
  - Persona Targeting
  - Behavioral Targeting
  - Client Website Retargeting

### Why JSJD Media?



We like the ability to target people in more places than we were able to previously. We also found the process of setting up the campaign and managing creative and performance reports to be easy and intuitive.

“Honestly, I’ve been most impressed with sales team and backend account management team. I have worked with other vendors that can be difficult to deal with in terms of refreshing creative or providing campaign suggestions, but the team at JSJD Media has been excellent to work with.” – David Fiso

### Results Over 90 Days

#### LinkedIn Targeting

**191,004**

Targeted Impressions

**2,107**

Direct Clicks

(3.5X Projected Amount)

#### Programmatic

**948,935**

Targeted Impressions

**1,745**

Direct Clicks

**.18%**

Overall CTR

(Industry Avg .07-.10%)

“

This solution was instrumental to our marketing team reaching its annual MQL goal.

”

David Fiso, Digital Marketing Manager

