

## Who is Aiphone and Program Objective

Aiphone is a leader across many industries being the most reliable brand of security intercom systems. The ultimate goal was to drive qualified web traffic and generate more demo leads from their target audiences for their sales team.

## Challenges

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

## Results Over 90 Days

**2.1M**

Targeted Impressions

**.96%**

Overall CTR

**20,703**

Direct Clicks

**833**

Tracked Conversions

“An immediate flood of new dealers/integrators that our Sales teams were not aware about are contacting us along with an increase in web traffic attributed to the campaign.”

Brad Kamcheff, Marketing Manager



## Campaign Strategy

JSJD Media's team put together a multipronged digital marketing program leveraging cutting-edge technologies ensuring this organization would be able to reach Aiphone's target audiences across multiple online channels with compelling ads to help drive this awareness and overall engagement.

## Tactics Utilized

- Programmatic Display
  - Persona Targeting
  - Behavioral Targeting
  - Client Website Retargeting
  - Event/Location Targeting
- Google Ads
  - Search & Display

