



THRIVE-WISE WAS LOOKING TO GROW THE VISIBILITY OF THEIR ORGANIZATION, BRING IN MORE SPONSORSHIPS AND GREATER VISIBILITY TO THEIR PROGRAMS, AND IN THE SHORT-RUN DRIVE REGISTRATIONS FOR THEIR ‘VIRTUAL’ DevPulseCon IN OCTOBER, 2020.

400%↑

CORPORATE SPONSORS

400+↑

EVENT REGISTRATIONS

50%↑

LEAD GENERATION

PERFORMANCE

(3 months performance)

50K REACH

Social, Search & Email

24.69%

Email Engagement

8.5%

Paid Ad Click through Rate

30K

Social Views

TECH BRAND VISIBILITY + CONVERSIONS

We ran an email campaign to drive DevPulseCon registrations from the existing Thrive-WiSE subscriber base with a 13.5% engagement rate with a total of 3000 email engagements.

Social media content marketing drove traffic to the website and the DevPulseCon landing page worked for increased conversions (conference registrations). We reached 30,000 people and achieved a 3.5% organic engagement rate.

Finally, our paid ad campaigns (Google Search and Linked in Ads) drove 1,150 website visits and resulted in a 8.16% conversion.

SOLUTION

10 VIDEOS

WEBSITE

SPONSOR DECK

SOCIAL POSTS & AD COPIES

6 LANDING PAGES

30 EMAILS

100 COLLATERALS

