TRUTH IN IT CASE STUDY

▶ BRIEF ABOUT TRUTHINIT

Continuous publishing since 2010, TruthInIT has become a trusted brand for IT end users, technology vendors and industry analysts. TruthInIT (www.truthinIT.com) is a central information and educational online media hub connecting & engaging industry analysts, IT pros and technology vendors. TruthInIT leverages both content they create & curate from various sources.

▶ CAMPAIGN OBJECTIVES

A key element of TruthInIT's marketing strategy was to increase their online engagement, generate more leads each month and connect with key decision makers within their target audience. They were looking to target companies with over 250+ employees and should be ITDMs.

SOLUTION

TruthInIT's vast library consists of informational and educational programs that include engaging live webinars, together with iTechAdvice's targeted ITDMs. Bulletins proved to be a perfect mix. iTechAdvice works with TruthInIT to run a number of webinar campaigns that gain traction, which results in attendance and generates the ROI we need.

RESULT

iTechAdvice delivers a minimum of 300 leads per month, strategically covering quotas and specifications as per expectations. We deliver a precise audience and on target, along with fulfilling lead volumes within the timelines outlined. TruthInIT is a happy customer as they can run precise targeted campaigns across an audience, which results in leads that attend various webinars.

> "We have worked with iTECHADVICE for many years now and rely on them to deliver effective campaigns on time and within budget. We have continuously found their leads to be excellent in quality. We have run well over 100+ campaigns with them and have not had 1 single issue. We will continue to work with iTECHADVICE and highly recommend them. They have helped deliver campaigns for us for many of the world's leading technology companies...from large like Cisco and AWS to smaller start-ups across the IT infrastructure space. Many of the leads they have delivered have been for our campaigns, which are substantially more challenging than typical content syndication campaigns."

★★★★★

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📞 +91 9589972020   🌐 www.itechadvice.com   ✉ info@itechadvice.com