



Generating B2B Leads Through Attitudes

Enterprise tech firm sees B2B leads and conversion rates increase with attitudinal targeting.

5%

Legacy targeting conversion rate

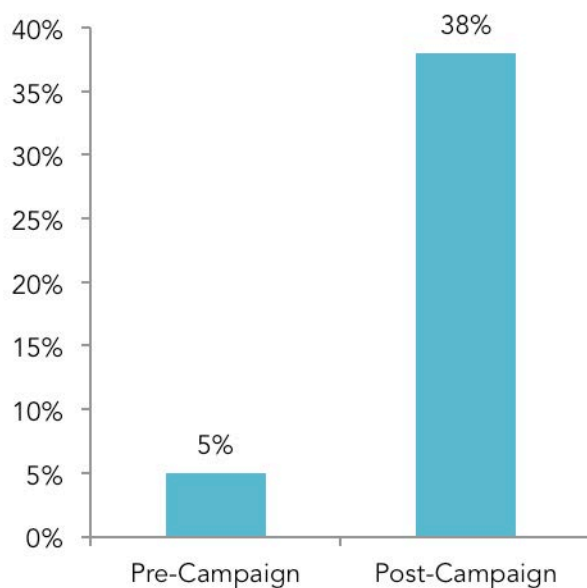
38%

Storylift conversion rate

Storylift's proprietary targeting attributes are utilized by companies across all business sectors, from global technology enterprise firms to retail establishments to financial corporations. No matter what you do, a Storylift campaign can help you reach the right customers.

Beyond Behavioral Targeting

When seeking to promote a series of whitepapers on their microsite, this enterprise firm knew it was necessary to focus on the exact potential customers they were looking for: IT professionals with buying authority in their companies. To reach this ideal customer most effectively, Storylift promoted the enterprise firm's whitepaper content to people whose job descriptions and attitudes about enterprise technology were conducive to purchasing enterprise servers.



The Result

The enterprise firm saw a significant increase in new customer leads as a result of the whitepaper campaign. **Conversion rates rose from 5% to 38%, a dramatic 154% increase that indicated Storylift's unique targeting capabilities had succeeded in finding these ideal customers.**

GET THE RIGHT READERS FOR YOUR CONTENT

Ready to increase your leads and reach the right consumer with the right message? Go to www.storylift.com to find out more. You can also contact us directly at **888-782-0409** or sales@storylift.com to set up a free demo.