

CITRIX CASE STUDY

MAILER:

Citrix GoToTraining

OBJECTIVE:

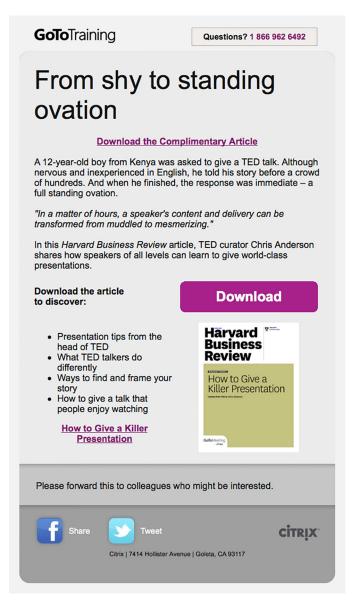
Citrix faced the challenge of increasing brand awareness and expanding product knowledge of the GoToTraining product.

SOLUTION:

eTargetMedia implemented a highly targeted and effective email marketing campaign to reach a prospective audience of business professionals in the target company size, job titles, industries, and functional areas identified as the key audience specifically for the GoToTraining product. The offer was designed to provide a brief introduction to a compelling training article published in the Harvard Business Review titled How to Give a Killer Presentation and subsequently generating registrations by inviting prospects to read the full article by signing in via the Citrix landing page. The campaign targeted training-related job functions with an emphasis on sales and HR from the highly responsive eTargetMedia B2B Professional Masterfile list, allowing for precision in marketing to the ideal audience who would most benefit from GoToTraining business solutions.

OUTCOME:

The campaign resulted in achieving high open and clickthrough rates which generated article downloads and subsequent registrations, leading to an overall campaign performance that exceeded standard metrics for acquisition based B2B email list rental campaigns.



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