

# Case Study/ **CISCO Inc.**

World's best  
**Networking**  
equipment provider  
propagated **Internet**  
**of Everything**  
through **Twitter**



# At a Glance/ CISCO India



**Client: Cisco India**

**Capitalize Twitter traffic for response generation and contact acquisition**

<b>Founded:</b>	1984
<b>Headquarters:</b>	San Jose, California
<b>Area Served:</b>	Worldwide
<b>Industry:</b>	Networking Equipments
<b>Website:</b>	<a href="http://www.cisco.com">http://www.cisco.com</a>
<b>Products:</b>	Networking device, Network management, Cisco IOS and NX-OS Software, Interface and Module Optical networking Storage area networks Wireless.
<b>ADG Services:</b>	Online Reputation Management Online B2B Lead Generation Social Media Marketing

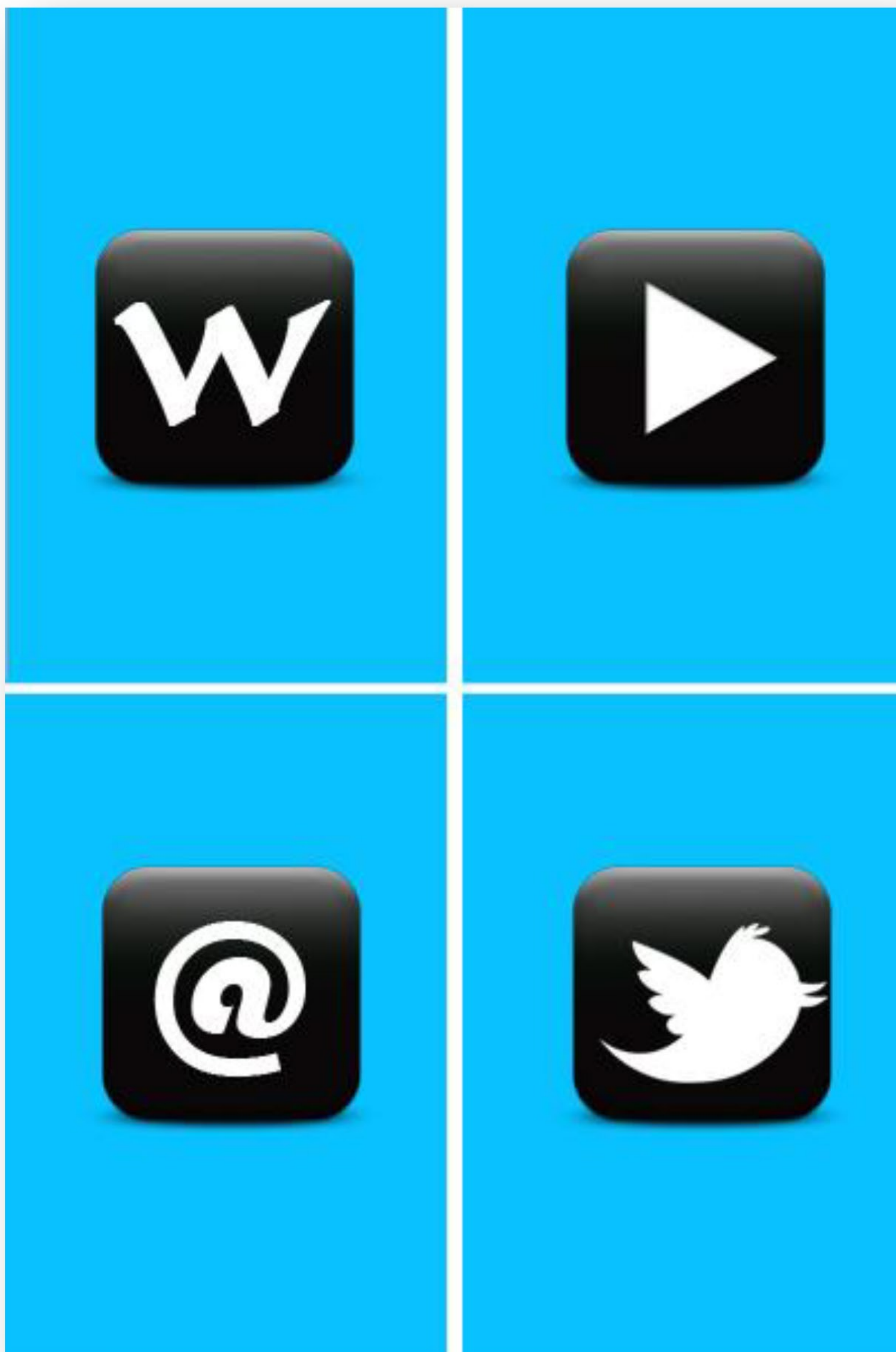
## Key Benefits/

- **Exceptional Contact Acquisition and over achieved Traffic Acquisition Target**
- **Delivered excellent Twitter Campaign Optimization resulted in amazing Leads funnel.**

## Within 1 month:

- ✓ **More than 50% hike in Twitter followers (3000+ followers added)**
- ✓ **CTR of 0.7% (higher than industry Standards of 0.4%)**
- ✓ **425 Net New Names achieved**
- ✓ **20,000 unique relevant accounts**
- ✓ **1,00,000 unique relevant audience achieved**

# Turning Followers into Patrons



“Twitter **Video Card** promotions were powered by publisher **ET Now**. It was synergistic move from ADG to escalate **Cisco Technology Award Videos**”.

## Phenomenal **Follower** attainment

ADG Incepted a Campaign on Twitter Starting with Promoted Account and Promoted Tweets and on second week ADG launched Website Lead generation card and Video Card too around “**Internet of Everything**” especially crafted keeping in mind the engagement of target audiences.

**#InternetofEverything** promotion on Twitter platform were enough capable to grab the attention of niche audience aimed to targeted.

With Promoted Accounts and other ad units that are included in Followers campaigns on Twitter, ADG helped Cisco to quickly build their community of followers by getting account in front of more users who are likely to be interested in Cisco. This campaign is targeted to more than 50 Lookalike Twitter handles, Interest Categories + Relevant Keywords.

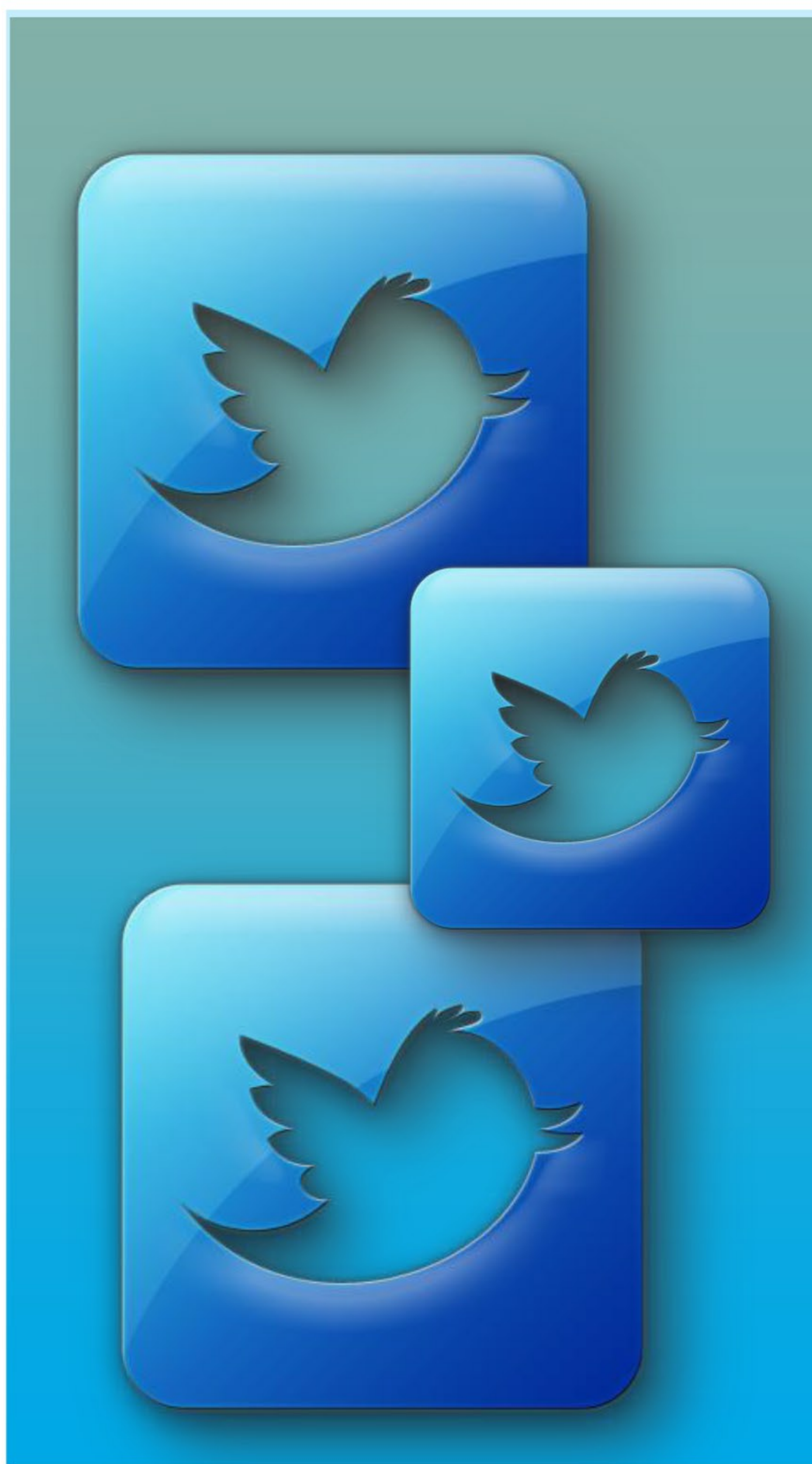
In the Second Week ADG launched Twitter Website Card campaign in which we surface Cisco’s website content within a Tweet and drive relevant traffic to the Landing pages where user can avail special offers around Cisco Products.

# 01

## Cisco Promoted Account

**ADG team used Promoted Accounts and extremely focused to target B2B decision-makers with marketing-related interests.**

Therefore, ADG populated Cisco Twitter handle i.e [@Cisco\\_In](#) by connecting with a highly relevant audience under Cisco Twitter Campaign and catapulted 3000+ Targeted followers



## Using Twitter Ads Manager to **Report** and **Engage**

[@Cisco\\_In](#) encouraged visits to their website with Tweet copy that focused on the [#InternetofEverything](#) and included a link to their website where users could learn more.

We quantified the success of Cisco Twitter Campaign, generated **400+** Net New names, **3000+** targeted followers and more than **5500+** views on [#IOE](#) Videos on Cisco Twitter Page

# 02

## Cisco Promoted Tweets

**ADG used Promoted Tweets for Cisco India to tap into their enthusiastic Audience base to get the word out about the #InternetofEverything**

Cisco Tweets reach to a wider group of users to spark engagement from their existing and targeted followers and achieved an engagement rate of over 5% for one of their Promoted Tweets

# 03

## Cisco Promoted Twitter Video Card

**Cisco\_In leverage Twitter Video Card to Promote the Insightful Panel Discussions of Technology Awards Ceremony powered by ET NOW**

To reach users that were likely to be interested in Watching Technology Awards Video, [@Cisco\\_In](#) used a combination of [Interest](#), [Keywords](#) and [@username](#) targeting for their Video card in which we tracked below amplification metrics:

- ✓ 265,215 Impression
- ✓ 9536 Engagement
- ✓ 5625 Video Views

# 04

## Cisco Website Card

**New way to easily surface website content within a Tweet and drive relevant traffic to any page of their site,**

ADG Increase traffic and conversions of Cisco India with the Twitter Website Card

Cisco\_In use Website Card to drive qualified traffic from the right audience at precisely the right time and catapulted 400+ Net New Names.

# About/

## ADG

ADG is an award winning digital media outfit that specializes in formulating digital lead gen strategy and conversion led plans for a large chunk of blue chip accounts.

The company specializes in Social Media Marketing, Measurement, Monitoring and Listening, Conversion Driven Media Planning & Buying, CRM centric analysis, Multimedia and Creative's, Performance driven Mobile Marketing, Analytics – Google Analytics Conversion Optimization Auditing Reporting, Direct Marketing coupled with Teletouch.

## Cisco

Cisco Systems is the worldwide leader in networking that transforms how people connect, communicate and collaborate. At Cisco (NASDAQ: CSCO) customers come first and an integral part of our DNA is creating long-lasting customer partnerships and working with them to identify their needs and provide solutions that support their success.



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