

## Cisco Thought Leadership Program based on Account Based Marketing (ABM)

### Challenges

- Attain deeper relevance and specificity to get beyond the audience to the filtered contact level in order to find and establish relationships.

### We Brainstormed and Strategized:

- An approach for CISCO India that personalized marketing efforts at predefined accounts.
- We Targeted top 100 CFOs, CEOs, CIOs and Directors of medium and large Enterprises and converted them into prospects for CISCO products.



1

**Impressions: 18,41,752**

2

**CTR: 3.95%**

3

**Conversions: 250+**

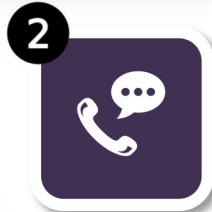
# Implemented THE QUAD STRATEGY For CISCO India



**3** The Validated and Interested leads were then given to the CISCO's Sales team.



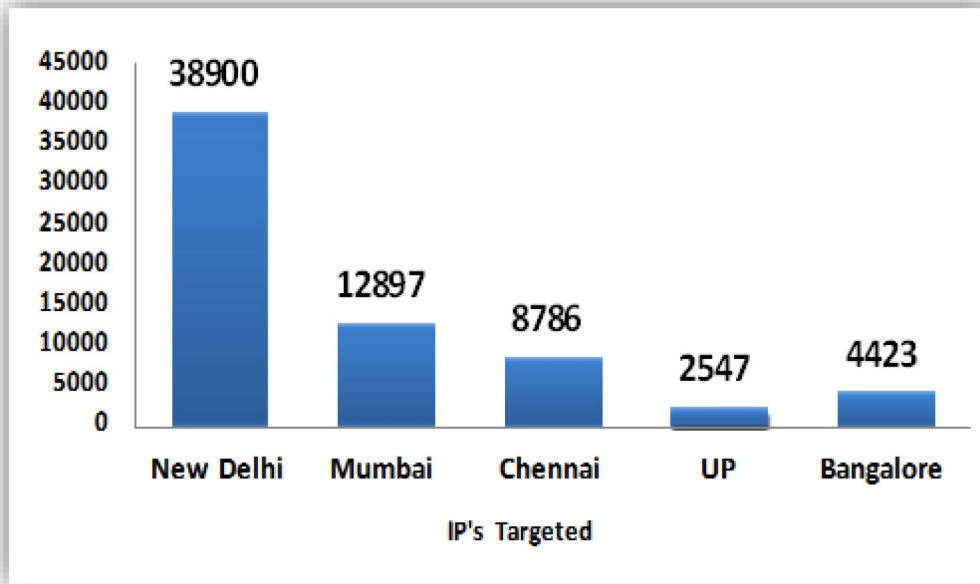
Profiles of CFOs and CIOs were tracked and Targeted through IP targeting .



Prospects were then reached out via Tele Touch.

**4** Successfully Commenced an ROI Lead Campaign for CISCO India





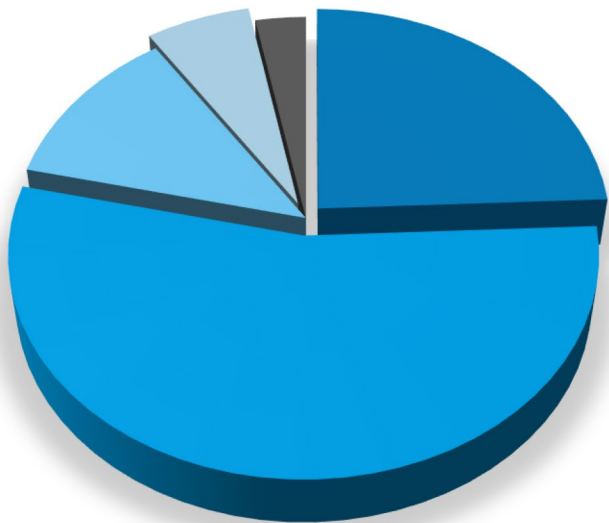
Audience Profiles were tracked majorly from the Capital for the country followed by a few from Mumbai and Chennai.

## IP Intelligence

ADG Online Solutions Implemented all new tactics to target audience precisely.

We Utilized the power of IP Intelligence that helped CISCO India across industries to uncover actionable information about online users such as geographic locations, domain names and many more information that helped improve the reach, relevance and response of online initiatives.

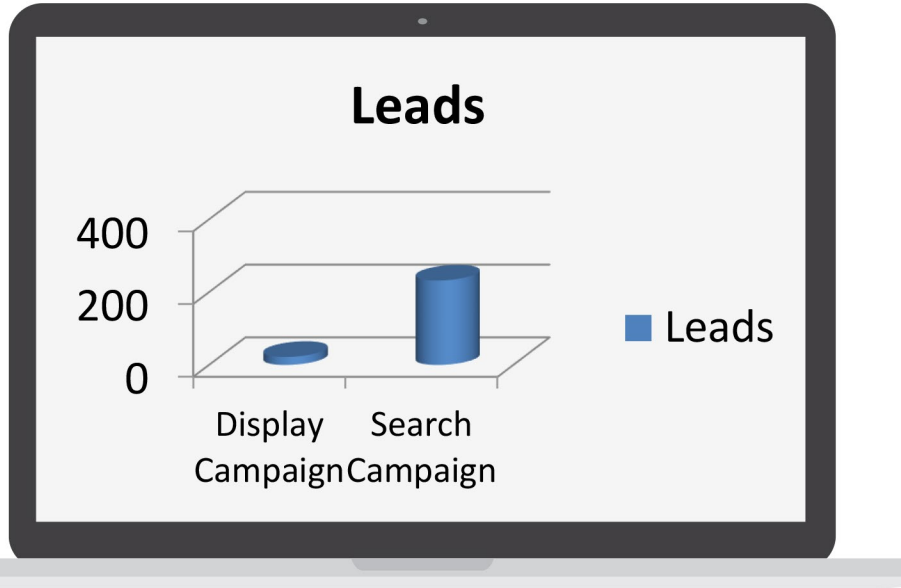
## Age Performance Report



■ 18-24 ■ 25-34 ■ 35-44 ■ 45-54 ■ 54-64

- Maximum number of clicks were from Age group 25-34 with a measure of 4601 Clicks.
- A higher age group of 35-44 also expressed interest in our campaign with a measure of 1021 Clicks
- The number of Clicks and Impressions peaked up with time.
- Engagement from Males had a score of 83% and that of females was measured as 17%.
- A Closed knit plan helped CISCO sales team to touch base the filtered leads.

# LEAD GENERATION FOR CISCO SECURITY PORTFOLIO VIA GOOGLE SEARCH & DISPLAY NETWORK



ADG Online Solutions extracted leads from power of both Search and Display Campaigns on Google. For CISCO India Security Search Campaign performed extremely well by providing total **Marketing Qualified Leads (MQL)** of 250. For CISCO India, ADG Online Solutions implemented **cloud telephony services**(Knowlarity Communications) in conjunction with **Search ads CTA s**.

**ADG Online Solutions** is an award winning Digital media Outfit that specializes in formulating digital lead generation strategy and conversions 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 and buying, CRM Centric Analysis Multimedia and Creatives, Performance Driven Mobile Marketing, Direct marketing coupled with Tele Touch.

**Cisco** is the worldwide leader in IT that helps companies seize the opportunities of tomorrow by proving that amazing things can happen when you connect the previously unconnected.

**Cisco** Global Development Center is in Bangalore and is the largest outside the US. It houses Cisco's Research and Development (R&D), IT, Services and develops disruptive business models for Cisco to create new go-to-market channels, markets, processes and technologies for emerging markets.



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