

# Full-Funnel Strategy Grows Web Traffic & Demo Requests for Finance Software Company



## OVERVIEW

A Financial SaaS organization joined forces with Strategus to increase brand awareness in the marketplace and become established as an AP/AR expert in the industry. During a 3-month campaign at the end of 2022, Strategus employed a full-funnel strategy including CTV, display, and online video resulting in an average completion rate of **98.3% on CTV ads and 1,305 web conversions**.

## STRATEGY

This Strategus client was chiefly interested in increasing their brand's notoriety in the marketplace, specifically as a thought leader and innovator for financial software development. Due to the B2B nature of this client, it was essential for this campaign to target decision-makers in finance departments across the US, such as CFOs and accountants, making continuous audience refinement a necessity throughout. With the cyclical workloads of the finance industry, running year-long campaigns was not advisable. To fit the client's needs, the Strategus team had to run time-sensitive campaigns in spurts throughout the year.

## SUCCESS

The majority of the impressions were allocated to display ads, with the remaining impressions split evenly between CTV and online video. After seeing the impact of the web traffic conversions, the client decided midway through the campaign to track demo requests on their website. Shortly after, this campaign produced **15 inbound leads** via the booked demo conversion pixel. The overall success of this campaign led to a renewed partnership for 2023 with additional campaign parameters.

## OBJECTIVE

- Increase Brand Awareness
- Drive Website Traffic
- Convert Traffic via Demo Request

## KEY RESULTS



**98.3%**  
Video Completion Rate  
for CTV



**1,305**  
Web Conversions  
– 15 Booked Demos



**Top Converting DMAs**  
– New York, NY  
– Seattle, WA  
– Los Angeles, CA  
– Charlotte, NC