

Sisense Realizes 16x ROI

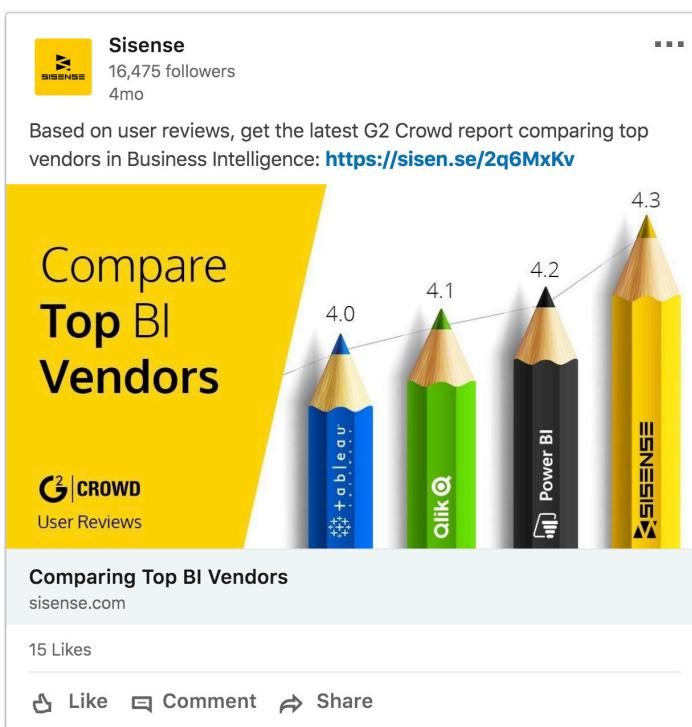
Promoting their G2 Crowd Compare Report Across Marketing Channels

COMPARE REPORT CASE STUDY

The Challenge: Increasing Conversion Rates

The Sisense marketing team found success running competitive campaigns with Google AdWords and other advertising platforms. By bidding on phrases that appear when users search for their competitors, Sisense has historically achieved high conversion rates.

Sisense is continually developing and testing new ideas to further capitalize on the success of competitive campaigns. Previously, Sisense promoted their own competitive assets that compared them to top competitors. Results of this campaign were mixed and Sisense soon looked to G2 Crowd to provide objective content about how they stacked up against top competitors.



Empowering everyday business users to manage, analyze, and visualize complex data quickly and cost-effectively

16x

ROI on Marketing Campaign

19.3%

Increase in Campaign Conversion Rate

1,800

Total Leads Captured

Products Used

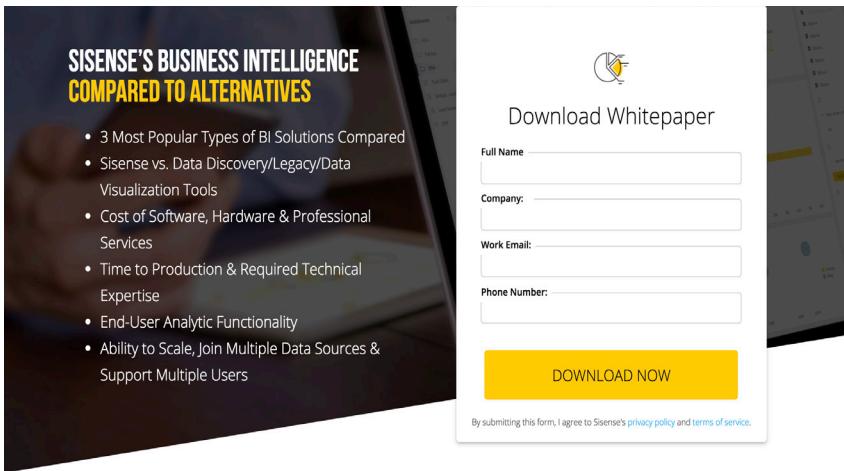
- G2 Crowd Premium Profile
- G2 Crowd Compare Report

The Solution: Promote G2 Crowd Compare Report Across Marketing Channels

To increase conversion rates for competitive campaigns, Sisense used a G2 Crowd Compare Report across marketing channels. The goal was to share this information with prospects at the bottom of the marketing funnel who were evaluating business intelligence solutions.

The report Sisense promoted compared how their product stacked up against Tableau, Qlik, and Power BI. Sisense leveraged the report as part of competitor campaigns with Google AdWords and Bing AdCenter, as social campaigns on LinkedIn and Facebook, and also promoted it through lead nurture emails and within email signatures.

Sisense created variations to offer prospects comparisons against each competitor or all three. Prospects downloaded the report from landing pages that were tailored to each competitor comparison.



The Results

After incorporating the G2 Crowd Compare Report into their competitive campaigns, Sisense saw a 19.3% increase in conversion rate. Across all channels, Sisense's compare report campaign has brought in over 1800 leads and created over 100 opportunities, leading to an ROI of 16x.

Two channels in particular stand out when looking at performance: Google AdWords and LinkedIn. Google AdWords is historically one of the highest performing channels for Sisense and this campaign was no different. The G2 Crowd Compare Report has helped Sisense increase conversion rates with Google AdWords while lowering the cost per acquisition.

LinkedIn was one of the most lucrative channels for Sisense. One of the largest deals it closed using the G2 Crowd report was via its LinkedIn Sponsored Content campaign. Sisense targeted LinkedIn users with specific titles in computer software and healthcare and only promoted the report to the relevant people to make the most of its budget.

Talk to us today to see what a G2 Crowd Compare Report can do for you.

real users. real reviews.

Ilan Hertz, Head of Lead Generation at Sisense