



This company is a leading software and consultancy company that specialises in providing HR, payroll, talent management and analytics solutions serving a diverse range of industries, providing tailored solutions to enhance workforce management, streamline processes and improve overall business performance.

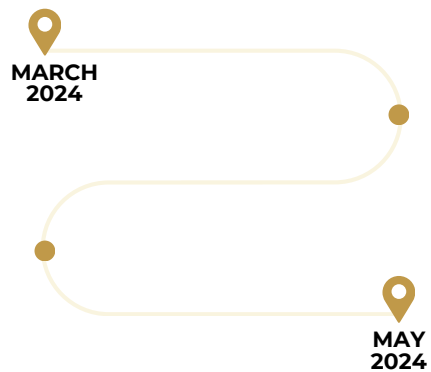
GOALS



To promote itself as the trusted authority on key issues like technology adoption and finance system migration.



TIMELINE



EXECUTION

Part 1: The company opted for a mix of native and sponsored articles targeting CFOs in 2023 which was able to help position itself as a trusted advisor on key issues. They used the following assets:

- Sponsored articles: 'How CFOs can get the best from future technology' and 'How to make migrating your finance systems pain free'
- Native article: 'The true cost of cyber protection'

Both the sponsored (336 views) and native articles (420 views) performed above industry averages demonstrating strong relevance and impact of the companies insights.

Part 2: Following their success in 2023, the company opted to continue the engagement but adopt a more comprehensive multi-touchpoint strategy, this time around. They incorporated targeted newsletters across three campaigns which not only increased engagement but delivered measurable results across touch points. They used the following assets:

- Newsletter campaign promoting the companies software migration guide for one week in March
- Newsletter campaign promoting the report 'Finance 4.0: The evolution of the Finance Function for one week in May



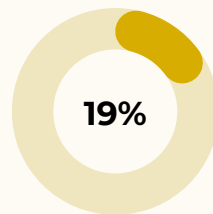
RESULTS AND METRICS

Both the promotions resulted in highly engaged clicks (91), impressive CTORs (19%) and report downloads (139). This implies that the company was able to deliver diverse and engaging content to their target audience and establish themselves as a leader in technology and finance.



91

Clicks



19%

CTOR



139

Report Downloads

KEY TAKEAWAYS

Effective multi-channel strategy :

The success of this companies campaign was driven by a combination of native content, sponsored content and targeted newsletters. This allowed the company to consistently engage with decision makers for a strong brand presence.

Positioning as a thought leader:

By addressing key issues like technology adoption and finance system migration, this company positioned itself as a trusted authority in HR, Payroll and finance technology. This was achieved through insightful content that resonated with its target audience which was demonstrated by the engagement.

Evolution of strategy:

This company was able to build on previous success by incorporating targeted newsletter campaigns that focussed on important industry topics like future of finance and finance system migration. This helped increase engagement and deliver measurable results.

CONCLUSION

This company successfully positioned itself as a thought leader in finance technology and HR solutions. This campaign is a testament to the advantage of a well-executed strategy that integrates native and sponsored content with targeted newsletters to build deeper connections with key audiences.



OVERALL STRATEGIC TAKEAWAYS:

- More than 20% reader engagement with content on cybersecurity is highly reflective of its growing importance for CFOs. Interest in technology adoption implies that the CFO community is focusses on bringing in new technology to enhance operational efficiency, manage risk and futureproof financial strategies.
- CFOs in large organisations are seeking strategic insights to navigate complex financial operations, optimise growth and manage risks. Consequently, CFOs of smaller organisations can use trends among larger enterprises to adapt their own strategies.
- The engagement in the 'Revenue Radar' pieces indicates that case studies and success stories on revenue generation are particularly impactful, they provide CFOs with practical insights to improve business performance.