

GENERATING CONTENT-DRIVEN LEADS TO FILL THE FUNNEL

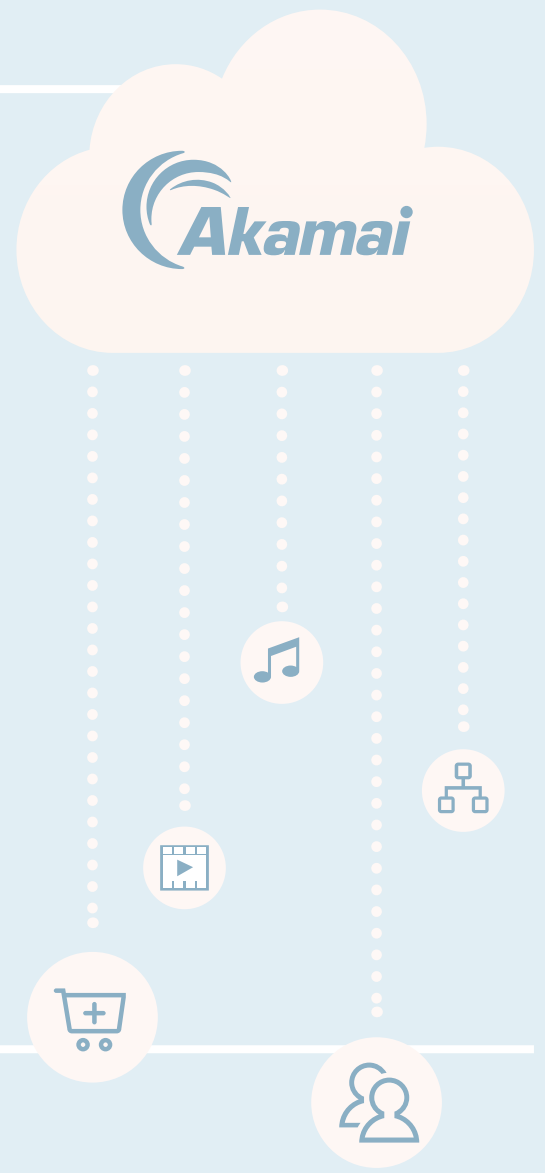
Content – like whitepapers and eBooks – is an increasingly critical tool for marketers to stock their funnels with quality, engaged new prospects. However, the market for content is extremely crowded, and not all businesses have the resources and expertise needed to generate top-quality content that can engage and convert. This is where WBR Digital comes in, creating thought leadership pieces that help our clients educate their markets while generating quality engagement with top prospects.

WBR DIGITAL CLIENT SUCCESS STORY:

AKAMAI

If you've ever shopped online, downloaded music, watched a web video or connected to work remotely, you've probably used Akamai's cloud platform. Akamai's solutions enable businesses to embrace trends like cloud, mobile and media, while overcoming the challenges presented by security threats and the need to reach users globally.

Akamai has been a long-time supporter and sponsor of WBR's eTail conference series and recently expanded their relationship with WBR to include year-round digital lead generation campaigns through WBR Digital. In the late fall of 2015, Akamai became part of a co-sponsored effort to turn proprietary market research from the eTail West conference into an interest-generating whitepaper.



PHASE I

THE RESEARCH

Akamai was deeply involved in survey creation, building a section of the survey that addressed their business's core questions. **After all, the campaign isn't just about the content – it's about learning from the market.**



PHASE II

THE WHITEPAPER

[CLICK HERE TO SEE THE FINAL PRODUCT!](#)

WBR Digital wrote and designed 14 pages of data-driven thought leadership featuring proprietary market research from more than 130 industry leaders.

Akamai also received category exclusivity – ensuring that their brand stood out in the section that mattered the most to them.



PHASE III

THE RESULTS!

By tapping in to WBR's e-commerce audience and taking advantage of eTail's social media presence, **WBR Digital delivered Akamai more than 700 total leads!**

The campaign was so successful that Akamai signed on for another whitepaper campaign, this time in conjunction with eTail West, which took place in spring of 2016. Keep an eye out for that report, which will take a look at retailers' technology and budget priorities for 2016.

"Our whitepaper campaign with WBR Digital was a huge success. The content itself was great, but even more important were the number and quality of leads they delivered. We're looking forward to repeating the success after eTail West!"

- Stephanie Janson, Senior Marketing Program Specialist, Akamai



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