

# Increasing Brand Awareness and Industry Leadership

A WBR Digital Success Story



DIGITAL TRAVEL  
SUMMIT

**25%** Increase Website Traffic

**100%** Increase in Unique Visitors

**300** Direct Downloads

**31** Social Media Interactions



## BUILDING AWARENESS

Before the Digital Travel Summit, Performance Horizon met WBR Digital to discuss survey and benchmark reporting opportunities at the event.

"We were interested in sharing benchmarking data with travel companies that offers interesting insights and increasing awareness of Performance Horizon."



## GENERATING LEADS

Performance Horizon published the travel benchmark report, generating a noticeable amount of press coverage, inquires, and downloads. The results drove them to sponsor a survey in the retail vertical.

"The survey responses were more positive for us than we expected, and the report resulted in interesting lead-generation responses as well as press recognition."



## DRIVING MARKETING

The results allow Performance Horizon to talk to customers and prospects about using their technologies for greater marketing activities.

"The benchmark has become not just a marketing tool, but also something that will help guide our own marketing. It helps us develop better argumentation and drive retention with our customers, who make decisions based on sophisticated data."



## SURVEY DESIGN

WBR's survey expertise and access to global decision-makers in the travel industry allowed for fast and efficient survey design and collection of enough survey responses for statistically significant results.

"Accessing the right target audience at scale drove high quality survey results."



## RESEARCH REPORT

The WBR and Performance Horizon teams worked together to analyze the survey results, generate meaningful insights, and identify key takeaways.

"The benchmarking research showed unexpected trends in the travel industry and should be fairly educational for the industry as a whole."



## CREATING VALUE

Performance Horizon plans to expand into additional verticals and launch a set of annually-recurring surveys that will drive credibility and build anticipation.

"As we prepared the survey, WBR Digital helped us ask the right questions and get the responses we wanted. We expect to spend a lot of additional funds on activities with them next year."

Performance Horizon is a leading provider of SaaS solutions for partner marketing. Their benchmark report from **WBR's 2016 Digital Travel Summit** is driving brand awareness and generating leads in the global travel space.



"It was a great opportunity to gain some exposure, brand recognition, and leads. We expect the sales team will close the first opportunities very shortly. We are fully committed to next year." - Erik Mikisch, VP Marketing at Performance Horizon