

Success Stories



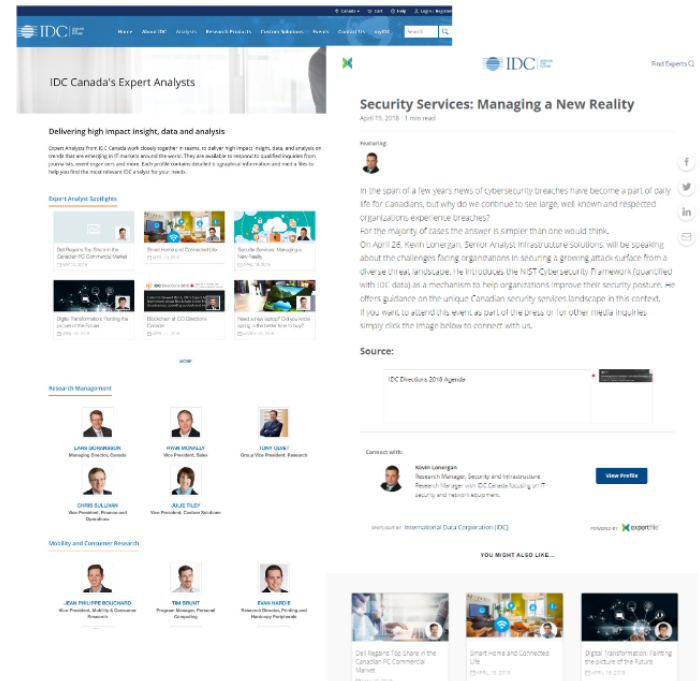
International Data Corporation

Increase in web traffic and direct inquiries from customers as well as media.

IDC is one of the premier technology research and analyst consulting firms with offices worldwide. Looking for a way to profile their expertise on a variety of technology topics, they worked to develop a special section on their website dedicated to perspectives shared by their tech analysts. The marketing team looked to anchor regular commentary meant to coincide with relevant news events that had the potential to create a higher degree of interest in their research.

To promote the work of its analyst team, IDC has regularly featured commentary related to key technology events such as product launches and other industry announcements. They've also developed detailed online profiles of their analysts that are searchable by keyword to ensure that audiences, such as journalists and customer prospects, can quickly find their research and connect with them.

This activity is paying off with an increase in web traffic and direct inquiries from customers as well as media. For example, a recent media source request for one of IDC's analysts resulted in a national newspaper story. The story brought them new sales prospects and ultimately led to a seven-figure research contract.



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