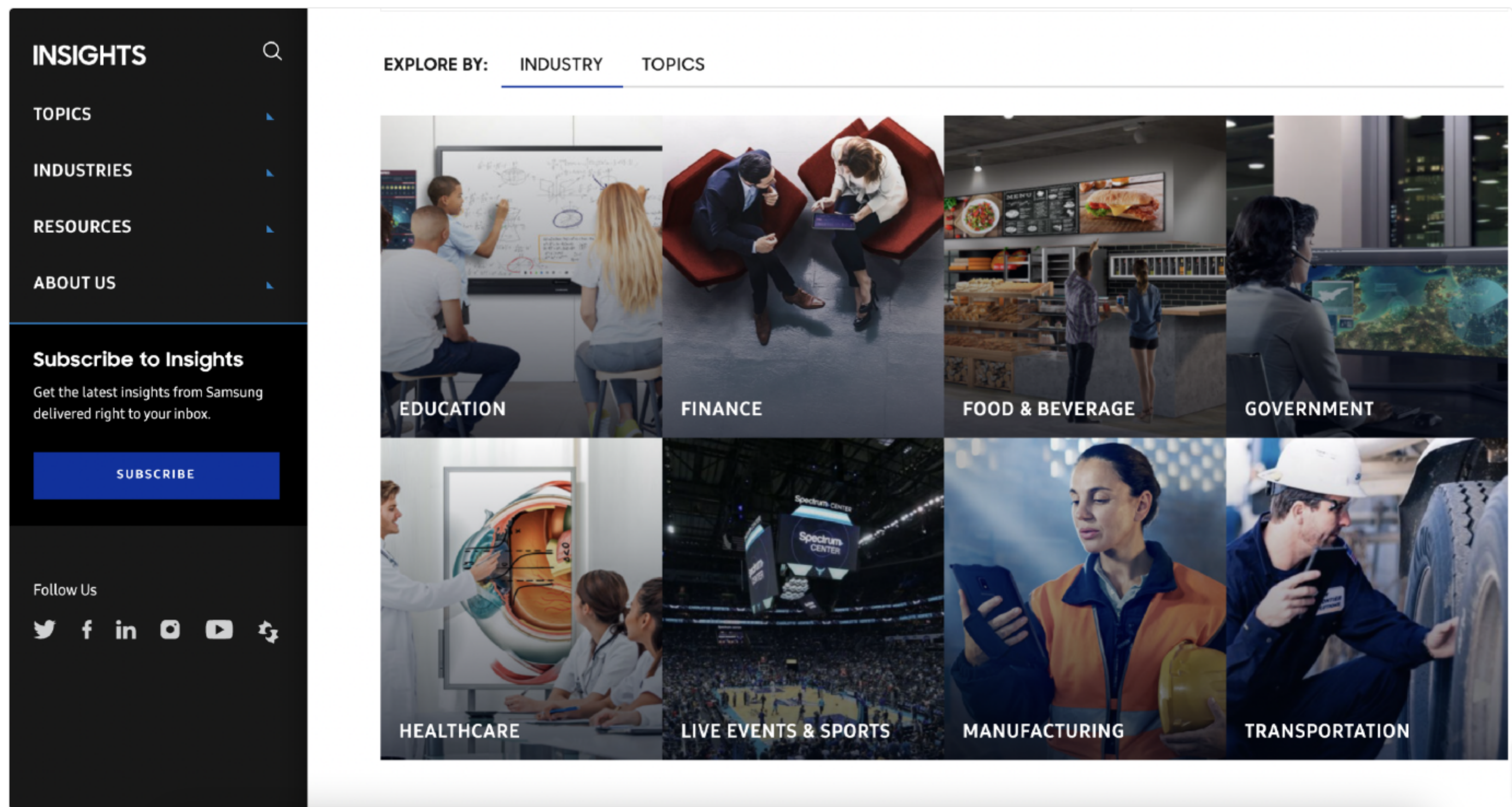


Created an Operation to Power Agile, Omni-Channel Marketing Across 12 Vertical Industries

We helped Samsung's highly matrixed marketing organization accelerate demand generation with a targeted strategy and finely tuned creative operations.



Utilizing first-party data, we crafted over 20 industry-specific content plans aligned with enterprise buyer profiles.

By implementing an enterprise-wide content atomization strategy, we were able to execute on each plan while increasing the brand's speed to market and content creation agility.

Results

12,000+

Annual enterprise leads

3X

Higher sales request rate

25%

Of all B2B site traffic driven by Business Insights content