

Direct Marketing News Case Study

Direct Marketing News Boosts Lead Generation with Interactive Content

RAMPS UP CONTENT MARKETING WITH INTERACTIVE EBOOK

Modern marketers are always on the hunt for innovative ways to share information about their brand and drive qualified leads. And Direct Marketing News, a go-to source of reliable marketing information, is no exception. It recently transformed a static PDF into an interactive eBook that drove high-quality leads for its sponsors.

Direct Marketing News drove traffic to the interactive eBook from a banner on its homepage, as well as via a dedicated email drop to its audience. The results showed high content consumption and a very strong conversion rate:

- 26% conversion rate
- A low 50% bounce rate
- Measurement and insight into the most popular sections of content

Stronger content consumption, self-education and crazy good engagement? Check, check and check! We're excited that Direct Marketing News took its first step into interactive content and we're looking forward to its upcoming quizzes, interactive infographics and interactive white papers. DMN is leading the way in creating modern interactive content experiences for its readers that deliver quality leads to its sponsors.

