Prophix

Case study

Background

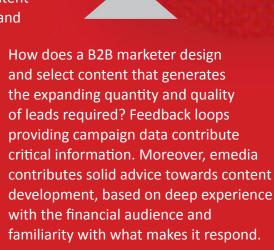
Prophix is the preeminent Corporate Profit Management platform for enterprises and SMEs. Its users benefit from efficient and streamlined reporting processes and tasks, and are able to more effectively deploy resources and make informed decisions.

Enabling financial decision makers to perform better in their roles, Prophix targets the office of Finance in all industries, in organizations of all sizes.



When Prophix first tapped into content syndication for generating leads, 5 years ago, its primary goal was to bring in as many leads as possible in the North American market. According to Peter Dao, Prophix's eBusiness Team Lead, this goal took a more quality-driven direction over time.

Supported by marketing automation and reporting systems, the company now closely tracks leads that map to opportunities. To make this happen on a growing basis, Prophix needs to feed its content machine – to continue to produce quality content that both showcases the company's thought leadership and generates leads bringing opportunities.













The Solution

emedia proved itself a capable partner as Prophix's needs grew, as the CPM vendor's own Marketing department continued to prove its value to the organization. Early on, emedia consistently hit its campaign goals, working with Prophix on a cost-per-lead basis and taking Prophix white papers and other content to CFOs with its CFO Update and other email bulletins.

As Prophix fine-tuned lead quality metrics, emedia rose to the challenge. Targeting and call-to-action messaging were refined. Importantly, Prophix and emedia entered into a more strategic relationship.

emedia's bulletins provide explicit data; for example, a client sees the offers of other firms targeting the same audience. Plus, bulletin returns, in the form of leads, indicate which of a clients' content items work well, and with whom. Beyond that, emedia's Creative Services department, which sees the bigger picture of the overall financial audience, consults with Prophix on which offers, subjects, and titles will succeed as lead generation material.

So Prophix can continue to develop powerful content pieces for future lead generation campaigns and content marketing endeavors. This, Peter believes, really sets emedia apart from other vendors. Peter also maintains that emedia helps Prophix overachieve lead gen metrics set by the company's executive team.



In the past 16 months, as a direct result of our campaign with eMedia, we've uncovered 4 new opportunities, and have influenced an additional seven. Combined, the total value of pipeline generated is \$135k for our software business.

As a direct result of emedia's efforts, I have even been able to increase head count to expand other marketing endeavors.



