

Bizo Opens New Lead Generation Channels With Interactive Content

When Bizo wanted to increase audience engagement and generate new leads, they turned to DataMarketers.

The Company

Bizo's data management and targeting technology, fueled by a proprietary audience of more than 90% of the U.S. business population, enables precise and measurable B2B display and social advertising programs. The company has earned the confidence of more than 750 SMB marketers and large global brands including AMEX, Mercedes Benz, Monster, Salesforce.com, Porsche, Microsoft, AT&T, and UPS who use the platform to reach over 120 million business professionals from around the world.

The Issue

Traditionally, Bizo had only trusted a few channels which they considered to be effective lead drivers. As the company contemplated its next growth phase, it wanted to experiment with generating leads directly from additional channels where it had already built a sizeable audience, including its blog and email newsletters. The team recognized that to be successful, it would need to find new technologies that would enable the creation of a steady stream of content in order to engage prospects on these channels.



“By including polls and quizzes into our blog posts, we were able to create a whole new lead generation channel which we did not have before.”

–Jen Augstin, Sr.
Director of Marketing -
Bizo



400

New Leads in First 90 Days



15

Campaigns in First 90 Days



50%

Reduction in Cost-Per-Lead

The Solution

The content marketing team at Bizo decided to utilize DataMarketers's cloud-based platform, based on several specific and critical factors:

- Seamless technology integration with their Eloqua marketing automation platform.
- Ease of use in terms of the ability for the content marketing team to create high quality content designed to be consistent with placement on multiple digital properties.
- Broad range of interactive content types to meet other Bizo teams' desires to offer multiple user experiences as part of their lead generation and profile building initiatives.

The Results

During the first 90 days with DataMarketers, Bizo successfully deployed 15 campaigns on their blog consisting of polls, surveys and personality assessments, all of which they promoted across their website and social media channels. Together, these initial campaigns generated over 400 new leads (directly from the blog) at less than half the cost-per-lead of existing lead generation programs.

Having successfully tested and proved the ROI of using DataMarketers throughout multiple channels,

Bizo is now looking to scale their content-based programs by adding other interactive content apps such as galleries, knowledge tests and quizzes, interactive white papers and video brackets, all by repurposing existing long form pieces of content. At the same time, they are planning to expand the distribution of their DataMarketers's within other channels and email-based

campaigns.



Are you leveraging new channels to generate leads like Bizo?

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ABOUT DataMarketers

DataMarketers is a content marketing platform that empowers marketers to build captivating interactive content experiences, and deploy them anywhere, anytime without IT or custom development.