

CASE STUDY

Promoting brand visibility for a cutting-edge *automotive dealer safety & compliance solution*.

THE PROBLEM

Our client, a leading EHS and workforce compliance software services provider, sought to showcase their services to the sales and F&I departments of automotive dealerships.

In order to do so, they would need to strategically advertise their services in a location readily accessible to the relevant departments.

FOR MORE INFORMATION:



Sanjay Singh
Director, Sales



WHITEPAPER SOLUTION

In collaboration with the client, we crafted a compelling series of information-rich content publications, ranging from insightful eBooks to comprehensive Whitepapers, covering their primary service offerings.

These content pieces were strategically promoted on our media sites, incorporated into newsletters, and digitally delivered directly to our extensive dealership database.

Through the synergy of various content formats and targeted audience demographics, we successfully showcased the full scope of our client's service offerings while establishing them as a respected thought leader within the industry.

THE RESULTS



**22% AVERAGE
OPEN RATE**