

CASE STUDY

Maximising Growth: B2B Media Group Helps Google Cloud Start-Up Offering For Phenomenal >10:1 ROI



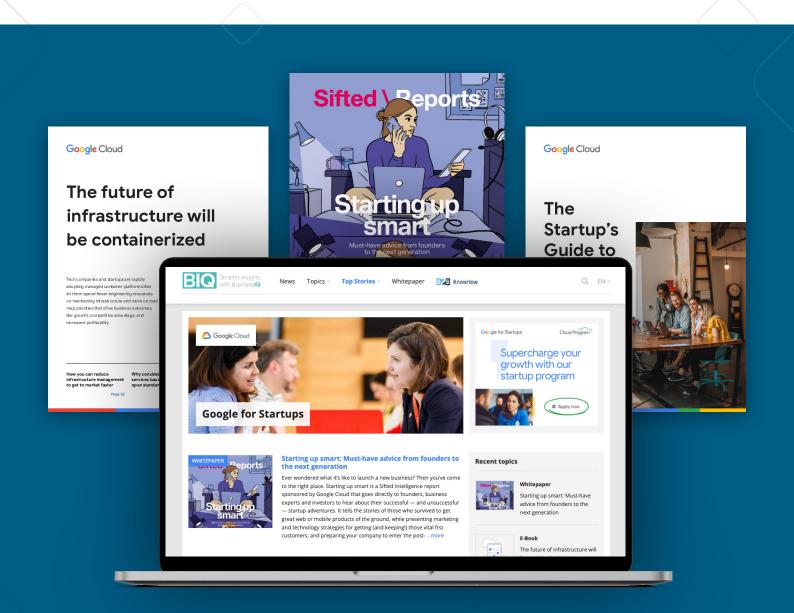
David Taylor Product Marketing Manager Google Cloud

What was the challenge?

Google Cloud provides world-leading infrastructure, data and AI/ML solutions as well as business and financial support for early stage startups. We needed help reaching those startups in a targeted manner, at scale, and educating them about our offerings.

How did B2B Media Group help?

B2B Media proposed a content and email marketing campaign leveraging a custom-built content hub on B2B Media's website. The content hub was promoted to a target list of businesses, matched against our ideal target audience who we knew were eligible to receive our startup support.





The campaign surpassed expectations, delivering >2,500 new leads interested in hearing about Google Cloud's startup offerings and delivering a pipeline ROI of >10:1.

How do you feel the campaign performed?

This campaign performed significantly better than expected and the support from the whole B2B Media Group team in campaign setup, recommendations and ongoing optimisation was outstanding. The team were quick to respond to our technical queries and supported us with custom campaign setup that helped really drive the high performance.

What are the next steps?

We will be continuing this campaign as well as expanding to other products and Google Cloud services throughout 2023.



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