



B2B Media
Group

CASE STUDY

Maximising Growth:

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



Google Cloud

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 image displays a collection of marketing materials. In the center is a laptop showing a content hub interface with the BIQ logo and navigation tabs for News, Topics, Top Stories, Whitepaper, and KnowHow. The main content on the laptop includes a 'Google for Startups' banner, a 'Starting up smart' report preview, and a 'Recent topics' section. To the left is a document titled 'The future of infrastructure will be containerized' with the Google Cloud logo. To the right is another document titled 'The Startup's Guide to' with the Google Cloud logo. Above the laptop is a 'Sifted \ Reports Starting up smart' report cover featuring an illustration of a woman at a desk. On the far right is a photograph of a diverse group of people in a meeting setting.

What was the outcome of the campaign?

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.



David Taylor
Product Marketing Manager
Google Cloud

B2B Media Group - Your Specialist for Digital Solutions

B2B Media Group partners with the world's largest B2B technology brands and agencies to work with reliable data, technology and marketing solutions that increase their marketing and sales performance. To get a deeper understanding of how relevant and reliable data layers can help your marketing outreach, contact us via the buttons below.

Phone: + (44) 203 – 695 48 38

E-Mail: info@b2bmg.com

Web: www.b2bmg.com