

Amplifying B2B Engagement with a Multi-Channel Strategy



Summary

Award-winning B2B agency, Ledger Bennett, partnered with StackAdapt to orchestrate a successful multi-channel campaign aimed at expanding reach and engaging business prospects for General Electric. By strategically targeting the right audience segments and leveraging StackAdapt's Creative Studio to create engaging audio ads, the campaign resulted in an up to 150% increase in engagement with first-time audio ad exposure.

Results

- Engagement**
Up to **150% increase** in engagement from users first exposed to audio ads.
- Engagement Rate**
107% higher than B2B industry benchmark.

LEDGER BENNETT



Ledger Bennett is a full-service global marketing agency specializing in B2B marketing and renowned for its ability to drive business growth. It consistently delivers outstanding results for its global clients, including many Fortune 500 companies.

General Electric is a global manufacturing leader known for its innovations and technological advancements across various energy sectors, with a dedicated focus on renewable and sustainable energy.



This campaign was successful thanks to StackAdapt's multi-channel approach, custom B2B targeting and intersections, and their support in leveraging voice actors and recording best-practice assets for creating our audio campaigns.

What stood out the most was the success of audio in delivering lower funnel metrics, since we saw that users who first were exposed to audio then display showed higher engagement, helping us justify awareness activity with our clients.

—Egemen Akbas, Group Media Director

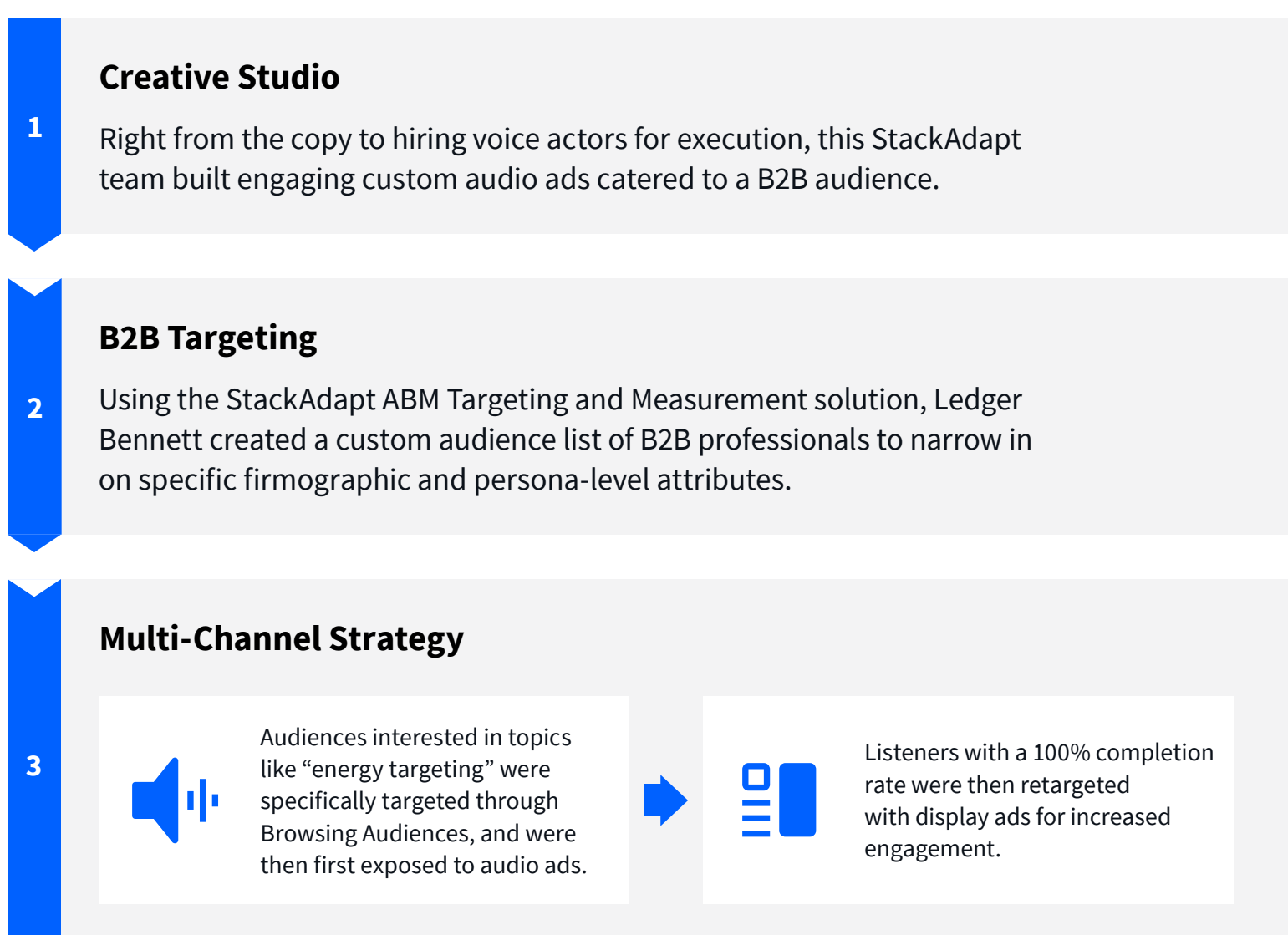
Challenge

Ledger Bennett sought to create audio ads to drive engagement and conversions for their client, General Electric. They found it challenging to find effective ways to target relevant audiences and build the right creative assets.

Strategy

StackAdapt ABM Targeting and Measurement and Browsing Audiences were used to target relevant audience segments. These groups were exposed to custom audio ads built by the StackAdapt Creative Studio. A retargeting strategy was built on this. Multi-channel sequential strategy including audio and display ads were then set to push customers down the funnel.

Execution



Outcomes

By leveraging StackAdapt Audiences and the StackAdapt Creative Studio team, Ledger Bennett has hit all the right notes, achieving continued success that far exceeds campaign goals and industry-wide benchmarks.