

# INTENT DRIVEN LEAD GEN & DISPLAY CAMPAIGN

## SITUATION



Agency developed a lead gen and display campaign for their client

## APPROACH



Provided a list of accounts identified as surging on relevant intent topics



### Predictive Lead Scoring (PLS) Provider

Provided a list of prioritized accounts based on predictive lead scoring

## RESULTS

LIFT IN ENGAGEMENT ON CLIENT'S SITE



**40%**

PLS Provider:

**17%**

LIFT IN LEAD GENERATION



**48%**

PLS Provider:

**34%**