

CASE STUDY

Successful brand awareness campaign for a new software product generated over 1 million impressions, exceeded conversion rate expectations and received high praise from the client.

OBJECTIVE

The objective was to create a brand awareness campaign that would generate interest in the new product among potential customers and drive traffic to the product landing page.

SOLUTIONS

We developed a multi-channel campaign for our client's new software product, including targeted social media ads, influencer partnerships, and email marketing.

With a strong focus on compelling visuals and messaging, we successfully captured the attention of the target audience and generated buzz around the new product.

By closely monitoring performance and making real-time adjustments, we optimized results and maximized ROI for our client.

BENEFITS

1. Increased brand awareness

The campaign generated over 1 million impressions and resulted in a significant increase in brand awareness among the target audience.

2. Improved click-through rates

Our compelling visuals and messaging led to a 19% increase in click-through rates, driving more traffic to the product landing page.

3. Higher conversion rates

The targeted nature of the campaign resulted in a 13% conversion rate, which exceeded the client's expectations.

AT A GLANCE

Challenges

- Limited brand recognition
- Crowded market
- Limited budget

Benefits

- 63% increase in website sessions
- 49% increase in average session duration.
- 38% reduction in cost per lead



"We can't express enough how amazed we are with the brand awareness campaign developed by Lot of Solutions. They delivered beyond our wildest expectations, surpassing our conversion rate goals. Their strategic approach and expertise were priceless in achieving the success of the campaign."

Marjan S.

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