

CASE STUDY

Transforming Lead Generation for a Global CDN Provider



Client Overview

A global Content Delivery Network (CDN) provider needed to build a stronger digital marketing foundation to support growth.

The company specializes in high-performance delivery of rich-media content, including video streaming, gaming, and software downloads.

Despite more than 20 years in business, its sales-first approach had resulted in limited digital visibility and inconsistent lead generation. The company ranked near the bottom of a 14-competitor group across key web metrics.



Challenge

The company had historically relied heavily on sales to drive growth, leaving marketing, online visibility, and brand awareness underdeveloped.

More than \$1 million had been invested in the sales team during 2022 and 2023 without measurable results, while competitors continued investing in marketing and strengthening their digital presence.



Integrated Marketing Strategy

SmartFinds developed a comprehensive, multi-channel strategy designed to build the company's marketing foundation while generating measurable leads.

The strategy included a new website with AI-driven audience engagement and optimized calls to action, supported by SEO, ongoing content development, social media, LinkedIn campaigns, PPC advertising, press releases, email marketing, and newsletters.

Rather than relying on a fixed campaign plan, SmartFinds continuously evaluated performance and adjusted tactics based on results, balancing immediate lead generation with long-term organic growth.

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Key Results

4,386

TOTAL GLOBAL LEADS

198%

INCREASE IN
GLOBAL LEADS

94%

GROWTH IN
U.S. LEADS



Marketing Approach

- Website development
- AI-driven audience engagement
- Search engine optimization
- Content marketing
- Social media
- LinkedIn campaigns
- PPC advertising
- Press releases
- Email marketing
- Performance optimization



Business Impact

The integrated strategy transformed lead generation from a weak point into a consistent source of opportunities for the sales team.

Beyond increasing lead volume, the program strengthened brand visibility and credibility across U.S. and international markets and provided sales with more opportunities to prioritize.

The results also demonstrated untapped potential within the U.S. market and created stronger alignment between marketing activity and the sales process.



Summary

SmartFinds transformed a sales-first approach into an integrated digital marketing engine. The strategy generated 4,386 global leads, increased global lead generation by 198%, and drove 94% growth in U.S. leads.