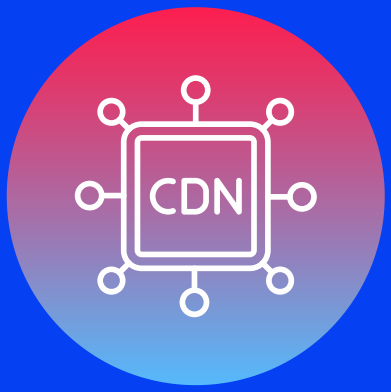


CASE STUDY

DRIVING RESULTS FOR A GLOBAL CDN PROVIDER
TRANSFORMING LEAD GENERATION WITH SMARTFINDS MARKETING

Presented by smartfinds marketing

CLIENT OVERVIEW



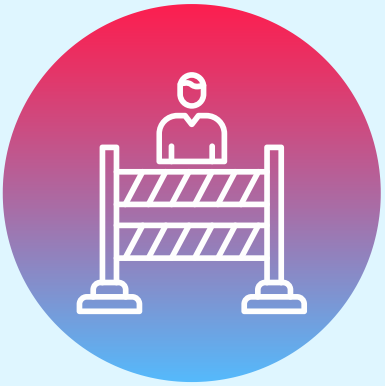
A global leader in Content Delivery Network (CDN) solutions, this client specializes in high-performance delivery of rich-media content, including video streaming, gaming, and software downloads. Despite being in business for over 20 years, their sales-first approach lacked the marketing foundation necessary to establish brand visibility, credibility, and growth in today's digital landscape. Prior to partnering with SmartFinds Marketing, the client struggled to generate meaningful leads and ranked 12th to 14th out of 14 competitors in web metrics.

CHALLENGES

• The client's sole reliance on sales efforts left them with minimal online presence and brand awareness.

• In 2022-2023, they invested over $1 million in a sales team with no measurable results.

• Competitors were actively investing in marketing strategies, leaving the client at a disadvantage.



SmartFinds SOLUTIONS

To address these challenges, SmartFinds implemented a comprehensive, multi-channel marketing strategy:

FOUNDATIONAL ENHANCEMENTS



- Developed a new website with AI-driven audience engagement elements and optimized calls-to-action.
- Focused on SEO, consistent blog posting, and content optimization to improve search rankings.

MULTI-CHANNEL MARKETING



- Leveraged content marketing, social media, LinkedIn campaigns, PPC advertising, press releases, email marketing, and newsletters.
- Balanced short-term advertising results with long-term organic growth, guided by Google Search Console data.

DATA-DRIVEN ADJUSTMENTS



- Continuously refined strategies within the month based on performance metrics, ensuring alignment with the client's goals.

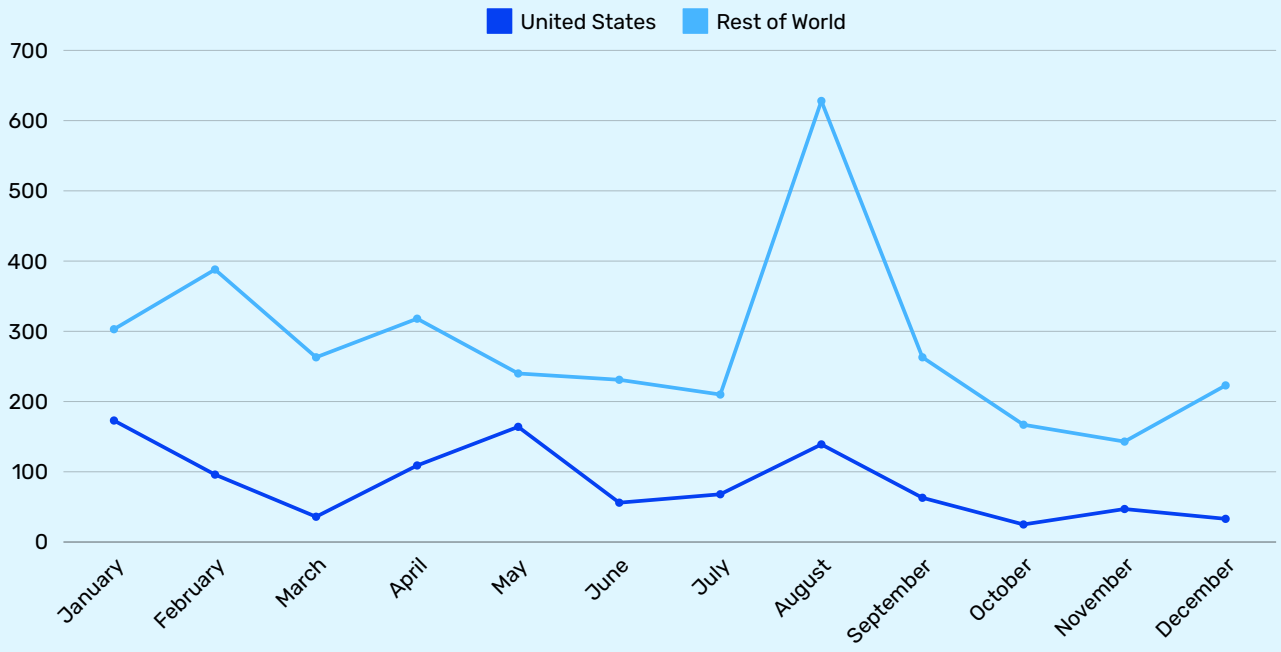
RESULTS

2024 HIGHLIGHTS

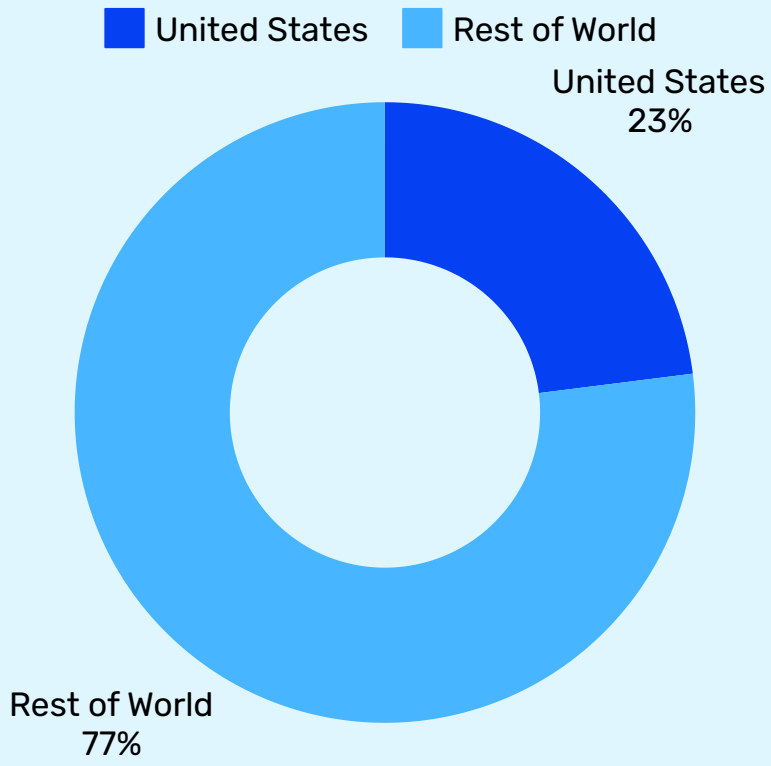
- **Total Leads:** 4,386 globally, including 1,009 from the U.S. (average: 4.97/day) and 3,377 from the Rest of the World (average: 10.05/day).
- **Year-over-Year Growth:** 198% increase in global leads compared to June–December 2023.
- **U.S. Market Penetration:** Leads grew from 2.56/day in 2023 to 4.97/day in 2024 (94% growth).

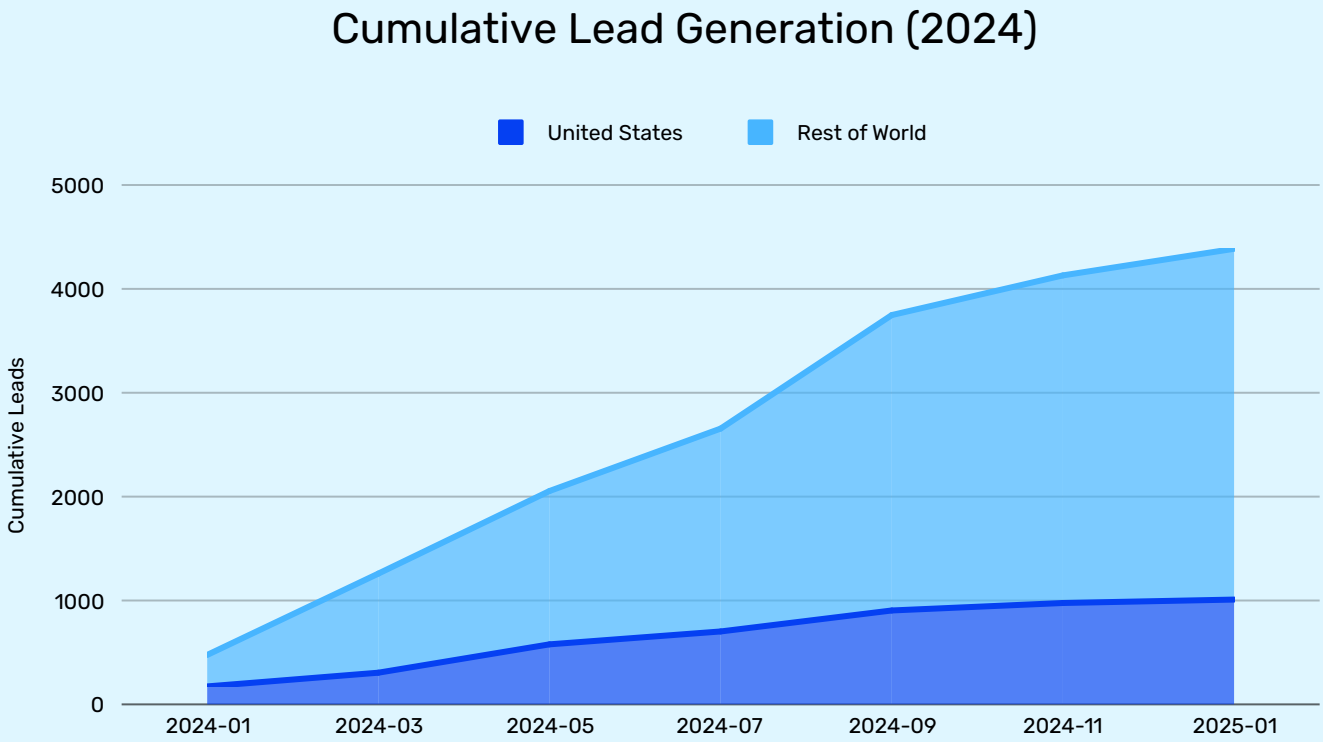
These results transformed lead generation from negligible levels to a consistent, impactful outcome, positioning the client as a competitive player in the CDN space.

2024 Timeline of Lead Generation (U.S. vs. Rest of World)



2024 LEAD DISTRIBUTION BY REGION





QUALITATIVE IMPACT

- Enhanced brand visibility and credibility in U.S. and global markets.
- Provided the client's sales team with a high volume of quality leads, enabling them to prioritize high-revenue opportunities.
- Demonstrated untapped potential in the U.S. market, aligning marketing outputs with sales processes for long-term success.

KEY SUCCESS FACTORS

SmartFinds' 37-year history of marketing excellence was instrumental in driving success. Key differentiators included:

- A data-driven, iterative methodology.
- Tailored strategies aligned with the client's specific goals.
- Integration of cutting-edge digital tools with decades of expertise.
- Commitment to continuous improvement and proactive adjustments.

FUTURE PLANS

The next phase will focus on transitioning to Account-Based Marketing (ABM), targeting high-value accounts with personalized campaigns. Additionally, SmartFinds will help the client develop strategic partnerships with referral partners to create a steady pipeline of ideal customers. Further plans include:

- Refining market segmentation for more precise targeting.
- Implementing lead nurturing automation for long-term ROI.
- Exploring untapped international markets to expand global reach.

CONCLUSION

SmartFinds Marketing's holistic, adaptable approach successfully transformed the client's lead generation efforts, driving measurable growth and market penetration. With a focus on continual optimization and strategic partnerships, the client is well-positioned for sustained success.



Ready to transform your lead generation?

LEARN MORE

Discover how SmartFinds Marketing can help you achieve measurable growth and market success.

Visit smartfindsmarketing.com or book a free consultation with Alex.