

DigiCert effectively targets customers up for renewal using offline CRM data in global programmatic Account Based Marketing (ABM) campaign with PrograMetrix

DigiCert is the leading global provider of scalable identity and encryption solutions for the enterprise by simplifying SSL/TLS and PKI solutions for the web and the Internet of Things (IoT).

The goal of their programmatic campaign was to increase renewal rates amongst their four top product lines; Symantec, Thawte, GeoTrust and RapidSSL. PrograMetrix was tasked with using 3rd party vendors like LiveRamp and Semcasting, along with a myriad of other data providers in our Data Management Platform (DMP), to effectively target DigiCert's global audience. To effectively engage business decision makers on a 1:1 level, PrograMetrix helped DigiCert test language specific creative in 7 different languages, geotargeted to 13 countries across the globe.

“PrograMetrix helped us onboard our 1st party CRM data to micro-target our most valuable B2B customers and lower our cost per product renewal throughout the campaign. Their programmatic & B2B expertise is exactly what we were looking for in a partner!”

Director of Demand Generation

About PrograMetrix

PrograMetrix is a data-driven programmatic agency that helps brands improve their advertising performance through turn-key management of ad tech platforms backed with streamlined agency processes, proprietary campaign optimization techniques, and a core focus on brand-safety across Display, Mobile, Video, Digital Audio, Connected TV, Social, Native, and Paid Search channels.

Challenge

- Enhance brand exposure after acquisition of Symantec's Website Security solutions
- Reach specific businesses and decisions makers online with offline CRM data files
- Customize a global programmatic media strategy across 7 languages

Solutions

- Leverage 3rd party vendors like LiveRamp and Semcasting for audience targeting
- Optimize multi-channel campaign to Activity per Click and Total Conversions
- Managed and optimized 56, micro-targeted ABM Ad Groups

Results

- Strong Activity-per-Click for a B2B technology renewal campaign of 2.31
- Efficient Landing Page Retargeting accounted for 96% of all Actions
- 20% increase in year-over-year renewal rate across all 4 product lines

56

Ad Groups

2.31

Activity Per Click

+6600

Total Conversions

20%

Increase in Renewal Rate