



CASE STUDY

An example of a successful marketing campaign, built one brick at a time.

PRODUCT

Capital Equipment
Veterinary Industry

CAMPAIGN

Lead Generation and Sales

GOALS & PROCESS

Primary Goal: To drive high purchase intent leads to the VMX conference booth and to drive awareness about two new products launching, one entry-level product, and one premium product.

Process: We used a show book coupon and a pre-conference cross-channel campaign including email, PR, social media, at-show marketing, and third party ads to drive booth traffic.

RESULTS

- **365** Total leads
- **90** Hot sales leads
- **5x** Exceeded show-flow sales goal of the premium product by 5x

“This was the best year we have ever had with sales on the floor and at-booth purchase intent.”

- Client Feedback

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