

CASE STUDY

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

PRODUCT

Capital Equipment, Veterinary Industry

CAMPAIGN

VMX and WVC Tradeshow Lead Generation

GOALS & PROCESS

Primary Goal: To generate sales and marketing qualified leads from VMX and WVC.

To achieve this, Red Brick Partners utilized a bag insert flyer to collect promotion registrations and to drive booth traffic with a strong CTA and incentive to visit the booth.

RESULTS

VMX

The client reported the following typical results from this promotion, which they had run in years past, at VMX:

110 Promotional Leads
80 Booth Scans

WVC

The client reported the following typical results from this promotion, which they had run in years past, at WVC:

110 Promotional Leads
80 Booth Scans

Red Brick's VMX campaign performance: **2,337** Promotional Leads (**2025%** increase)

Red Brick's WVC campaign performance: **767** Promotional Leads (**597%** increase)

TAKEAWAY

Red Brick Partners improved booth scans with strong CTA over 275% increase across both trade shows.

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