

mod
op



CASE STUDY

CyrusOne





Building Awareness with High-Priority Prospects

Paid Media / Creative / Video / Social Media

When CyrusOne first partnered with Mod Op, the company had a growing market share but little brand awareness with key decision makers that weren't already customers. To that end, our objectives were to build awareness for the company and its 30+ data centers around the world and to drive sales leads. Our attack strategy included an integrated campaign that would reach all levels of influence in the data center decision, from IT managers all the way to the C-suite.

The initial launch campaign targeted decision makers across the United States, delivered a 220 percent ROI and stuffed the pipeline with leads. The program included digital display, paid and organic social media and national TV.

In the second phase of the campaign, we hyper-targeted the highest-priority prospects with an integrated campaign that included:

- Fixed outdoor
- Mobile
- Outdoor
- Television
- Radio
- Local online sites
- Geo-targeted messaging
- Digital geo-nets
- Digital remarketing
- Digital video

We blanketed the target audience with 22,000,000 impressions and put the client's name front and center with its best prospects, delivering a huge spike in Web traffic and new leads for a set of highly targeted companies.



