



CyrusOne | Increasing Awareness and Driving New Business for a Data Center Leader

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CHALLENGE

CyrusOne, a leader in data center solutions, wanted to increase awareness of their brand and drive conversions on their website. Collaborating with the experts in paid digital marketing at Pierpont Communications, a targeted campaign across multiple online platforms was set in place.

OBJECTIVES

Working together, CyrusOne and Pierpont established the following goals for the paid digital campaigns:

- Enhance brand visibility.
- Generate qualified leads.
- Establish CyrusOne as a thought leader.
- Optimize lead nurturing.

APPROACH

Pierpont utilized different digital avenues and platforms to increase visibility and awareness for CyrusOne. A Microsoft PPC and a Google PPC campaign would give a good comparison as to what search engine CyrusOne's potential customers are using while driving leads to the site. Alongside those, a LinkedIn video advertising campaign was also developed. Using LinkedIn's data would allow the team to find out important factors about potential customers, such as where they are employed and what title they hold.

RESULTS

Conversions and traffic to the website increased by 43% over the previous year. When comparing the two campaigns' success in January of 2024, the Microsoft campaign was the most successful of the two. The Microsoft PPC campaign earned more than 16,000 clicks, while the similar Google Ad campaign drove more than 1,000 visitors to the website. The LinkedIn video ad campaign, which ran in February 2024, was seen more 25,000 times and gave

CyrusOne a valuable breakdown of who was viewing their advertising. The job titles with the largest viewership were vice presidents and directors, key targets for CyrusOne. Overall, these paid campaigns increased awareness and website visits.

BY THE NUMBERS

43%

Increase in website traffic (YOY)

92

Leads in January 2024

20K

Increase in website users (YOY)