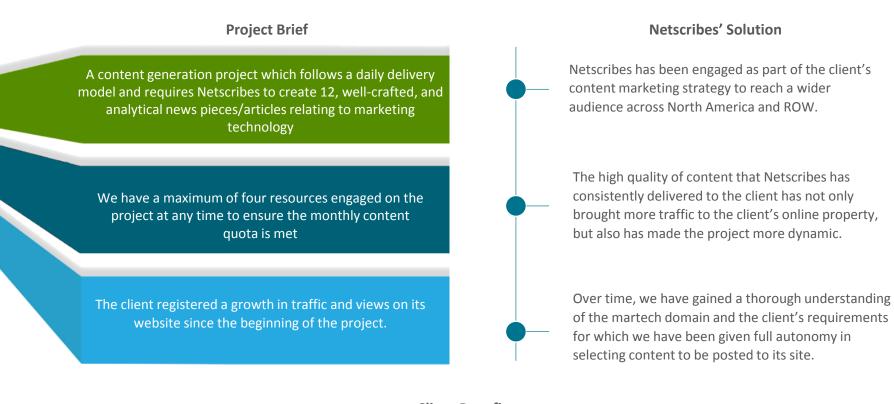


The client is a leading site for marketing technology-based 360-degree information ranging from research, articles, industry news, product launches, and comparisons. The idea is to keep all the marketers and sales teams on top of the current scenarios to help them maximize their potential in the landscape of marketing technology. Our engagement with the client began in Oct 2014. Initially, we were contracted to deliver a mix of six news pieces/articles per day. The number eventually grew to 12. The nature of the project itself underwent a change from simply repurposing content to suggesting and creating write-ups based on extensive secondary research.



Client Benefit

Increase in online traffic

Greater market presence and awareness amongst industry influencers

Better engagement with readers

Mentions on prestigious online publications in the North American market







