



CustomerMining

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CASE Study: Online Marketing



Challenge:

Intel is the world leader in silicon innovation, develops technologies, products and initiatives to continually advance how people work and live. New technology adoption within niche markets is difficult to grow even for big companies. Intel needed a way to reach design decision-makers who develop and build digital security surveillance systems.

Strategy:

Research worldwide media options and determine the most effective way to deliver Intel product information to their target market.

Program Tactics:

- Gather media options that had the ability to reach audience based on title and product interest
- Build a plan that communicates to prospects in new emerging market countries worldwide
- Test media to optimize response rates

Target:

Worldwide Senior Design Engineers

Solution:

Build media plan based on analysis of target audience and available media.

Results:

64.83% open rate, 8.1% response rate, 49% download rate

Budget:

\$20k

ROI:

Single design win has a value of \$100k