

# Case-In-Point

## MARKETING AUTOMATION

### CHALLENGE

- The manufacturer of fryers and other cooking equipment wanted to demonstrate its thought leadership and generate leads for its distributors

### SOLUTION

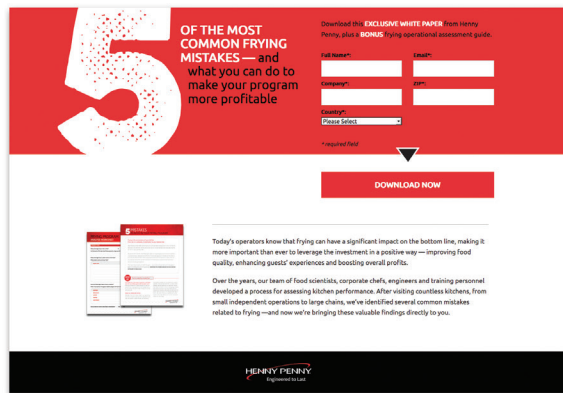
- An advertising campaign employing marketing automation and others tactics was designed to engage prospects
  - Trade and programmatic digital advertising targeted specified audiences with a valuable content offering demonstrating Henny Penny industry expertise
  - A designed landing page captured initial leads and offered access to the gated whitepaper
  - Marketing automation program prompted continued engagement with prospects
  - Qualified leads were routed to distributors for follow-up

### RESULTS

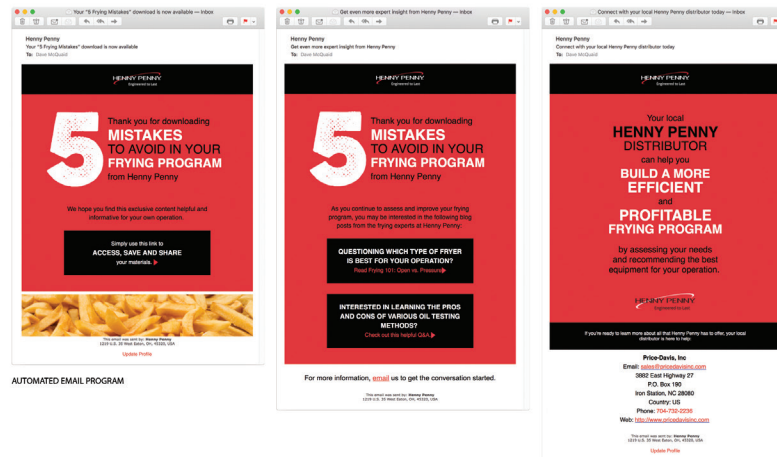
- Results in the first two months of the program included:
  - Prospects, customers and industry partners exposed to Henny Penny as a thought leader more than 4.75 million times
  - Advertising click-through rates three times higher than average and nearly 5,000 unique visits to the content landing page
  - More than 80 gated content downloads, representing decision-makers responsible for more than 4,000 global restaurant locations



DIGITAL PROGRAMMATIC ADS



LANDING PAGE



AUTOMATED EMAIL PROGRAM



GATED WHITE PAPER DOWNLOADS

