

customer case study

New Relic Wins Leads at Half the Cost with the LaunchBit Enterprise Email Newsletter Advertising Network

Since its founding in 2008, New Relic has established itself as a visionary company known for groundbreaking innovations. The company offers advanced performance management software for mobile and web applications, and was ranked as the sixth-largest vendor based on market share by IDC in 2012. Though its customers number 70,000, New Relic is not content to rest on its laurels. To engage prospective customers, the company is continually seeking authentic ways to plant the idea with developers that they need New Relic's SaaS-based offering. Because traditional branding doesn't support the company's aggressive growth goals, it needed a creative yet proven way to reach its target audience.

LaunchBit paves the way for trusted interactions

The challenge, according to Garrett Scott, Senior Marketing Manager at New Relic, is avoiding promotional language and marketing speak when reaching out to developers. The company wanted another cost-effective way to reach developers other than Google AdWords, retargeting, emails, direct buys, newsletter sponsorships, billboards, and event sponsorships, to name a few. But developers largely ignored these attempts to engage. With a goal of encouraging developers to give the company's application a free try, New Relic turned to email newsletter ads. Garrett found the LaunchBit Enterprise Email Newsletter Advertising Network to be the perfect fit.

"With LaunchBit, we easily get into developers' inboxes through a trusted source, which opens up a serious new channel for growth,"

Garrett Scott
Senior Marketing Manager

The LaunchBit network provides a significant reach, and is proven to convert at a low cost per lead. Plus, campaign targeting is easy on the LaunchBit network. Unlike a network like Google AdWords where marketers must select and manage keywords, with LaunchBit,



marketers simply select a demographic. "With LaunchBit, we easily get into developers' inboxes through a trusted source, which opens up a serious new channel for growth," explains Garrett.

Cost-effectively achieving growth goals

Through LaunchBit, New Relic has been able to achieve its goals. Namely, it continues to drive leads that fuel growth, at a low cost per lead. As testament to the value of the LaunchBit Enterprise Email Newsletter Advertising Network, New Relic won consistent lead volume every month in 2013 – at half the cost of other lead-generation methods the company has tried. Plus, it can scale its advertising at any time to reach even more prospective customers and new markets.

Garrett sums it up best when he says "LaunchBit gets us in front of developers in a natural way, helping us become part of the conversation. I feel confident pursuing new markets and audiences using the LaunchBit Enterprise Email Newsletter Advertising Network."

About LaunchBit

LaunchBit is a B2B ad network that works with over 4,000 publishers worldwide to help companies generate high quality leads through in-email ad placements, targeted blogs, and audience targeting on ad exchanges. Learn how you can cost-effectively achieve growth by utilizing LaunchBit's enterprise lead generation advertising network.



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