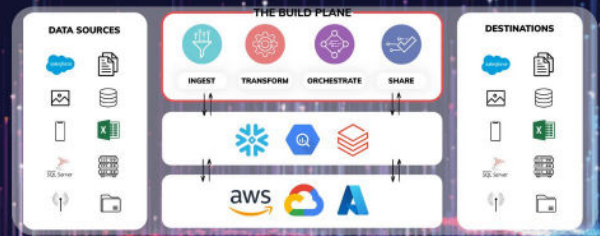**ASCEND.IO** | **97thFloor**

46 Demo Requests
(from 0 in previous 6mo)

772% Increase
in content downloads

95% Decrease
in Cost-per-Conversion

Ascend.io Ingests Record Leads and Demo Requests with a Full-Funnel Digital Strategy

About the Client

Ascend.io provides an automated platform to manage data engineering & analytics workloads 10X faster by combining data ingestion, transformation, delivery, orchestration, and observability into a single platform.

Problem

Because their product is so technical and so niche, Ascend was a relatively unknown company. In fact, Ascend's product is so unique that the company doesn't have any direct competitors that do exactly what they do. Desperate for leads, Ascend made a common B2B mistake—focusing only on the bottom of the funnel and their ads were performing poorly.

Strategy

We got to work building out consumer personas based on Ascend's audience knowledge and our own proprietary research and built out a Customer Journey Map for Ascend's most valuable personas. We knew who our audience was, where they were spending their time, what questions they were asking, and what touchpoints to provide them.

Our strategy then unfolded in three parts: taking a full-funnel approach to existing platforms (LinkedIn & Google), launching on new platforms (Reddit, Twitter, and Terminus), and continually refreshing ad campaigns. Across all channels, we expanded the campaign objectives to include lead generation, website conversions, and website visits with a mix of ad formats, including single image, conversation ads, and document ads. Leveraging content downloads, an increased focus on awareness, impressions and traffic from LinkedIn ads increased conversion metrics for each persona at every stage of the funnel.

Results

Every measurable metric, including the most important metric of demo requests, skyrocketed thanks Ascend's increased visibility across multiple channels and multiple stages of the funnel.
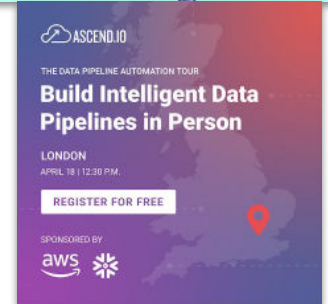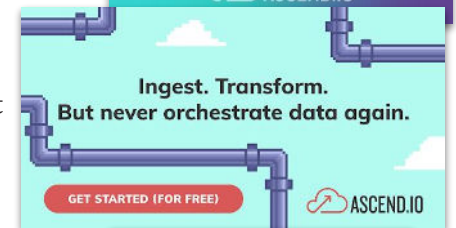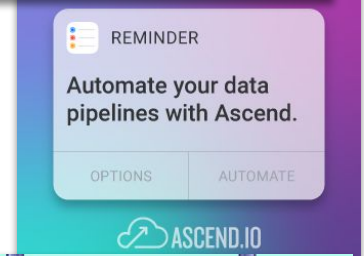
Learn how 97th Floor can help you achieve unprecedented growth.

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