

CASE STUDY

Amplifying Algorithmia's Demo Sign-Ups by 577%, while Cutting Costs by 42%

577.7%

Increase in Demos

42.61%

Decrease in Cost-per-Demo

179.31%

CTR Increase

About Algorithmia

Algorithmia offers software for building and deploying machine learning models.

The Problem

Despite efforts on multiple advertising and organic channels, Algorithmia struggled to know where to invest growth resources in a way that would grow the business. After a few months of working together, 97th Floor knew which channels could reach Algorithmia's highly technical target audience—an audience that despises ads.

Algorithmia needed strategic ads to break through the noise and connect with their skeptical audience.

The Strategy

To start, 97th Floor teams dove into forums, social media groups and websites where key personas spent their time online. This in-depth persona research led to the "We Get You" campaign.

Campaign messaging expressed an understanding of the audiences' jobs, pain points, and humor. The ads leaned into their audience's ad aversion by providing a solution—clearing up both literal and figurative "clutter." Instead of creating generic whitepaper ads, these ads provided actionable information we knew Algorithmia's audience cared about.

Results

Using our new robust consumer personas and multi-service, multi-expertise approach involving content creation, advertising, design, and revenue operations, 97th Floor launched an ad strategy that broke through cluttered social media feeds and connected with Algorithmia's audience. Algorithmia's growth soon led them to be acquired by DataRobot.

Campaign Performance

