

CASE STUDY

Chronosphere's OOH Ad Strategy that Boosted Site Traffic by 743% in Event Cities

46%

Increase in US Site Traffic

743%

Site Traffic Rise in Detroit

81%

Increase in "What is Chronosphere"

About Chronosphere

Chronosphere is a SaaS-based, cloud-native monitoring solution for enterprise businesses. Chronosphere's platform gives companies the ability to remediate issues faster with real-time insight while getting data growth under control.

The Situation

When Chronosphere came to 97th Floor, their strategy was hyper-focused on target accounts and driving awareness. They had a lot of traffic but were not generating many leads. They partnered with 97th Floor to increase brand awareness, drive more traffic to their site, and most importantly, increase their number of demo requests—all at a lower cost per demo.

The Strategy

When we caught wind of major industry events on the horizon, we immediately saw a golden opportunity to spotlight Chronosphere to an engaged audience. With key events unfolding in New York City and Detroit, we zeroed in on a strategy that would ensure Chronosphere couldn't be missed.

Our move? We went big with out-of-home advertising, choosing the in-airport TV network ReachTV for our canvas. Timing was everything, so we aired our ads right when flights were buzzing in and out of the event cities—capturing attention before and after each event. But we didn't stop there. We made sure Chronosphere was the talk of the town, with our ads riding high on taxi tops, ferrying attendees through the hustle and bustle of the city streets. This wasn't just advertising; it was about making a statement where it mattered most.

Results

Our out-of-home (OOH) ad campaign for Chronosphere significantly boosted engagement: US site traffic increased by 46%, with a standout 743% rise in Detroit and an 18% uptick in NYC. Impressions for "what is Chronosphere" jumped by 81%, while the "Chronosphere vs Datadog" comparison saw clicks and CTR surge by 400% and 381%, respectively.

