

# Success Story

Driving Full-Funnel Value:  
A Case Study in Selling &  
Renewing Large Content  
Marketing Campaigns



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# The Goal

Develop strategic partnership with long-time customer to revitalize business relationship and increase revenue



# The Process

Feb 2022

Intelsat becomes a private company after chapter 11 bankruptcy

October 2022

Intelsat mobility vertical Launches FLOW campaign with Via Satellite

January 2023

2023 Corporate Brand Awareness campaign launches on Via Satellite

March 2022

Conversations start to launch large scale campaign involving multiple Intelsat verticals and Access Intel brands

December 2022

After producing promising results, client invests in an additional 3 months extension and a larger advertising presence at our SATELLITE 2023 tradeshow

May 2023

Intelsat invests in another 3 month campaign with a targeted end-user audience.



# The Process

## Intro FLOW... Marketing Orchestration

**Integrate** disconnected marketing campaigns & tactics

**Nurture** engaged audience

**Optimize** communication touchpoints

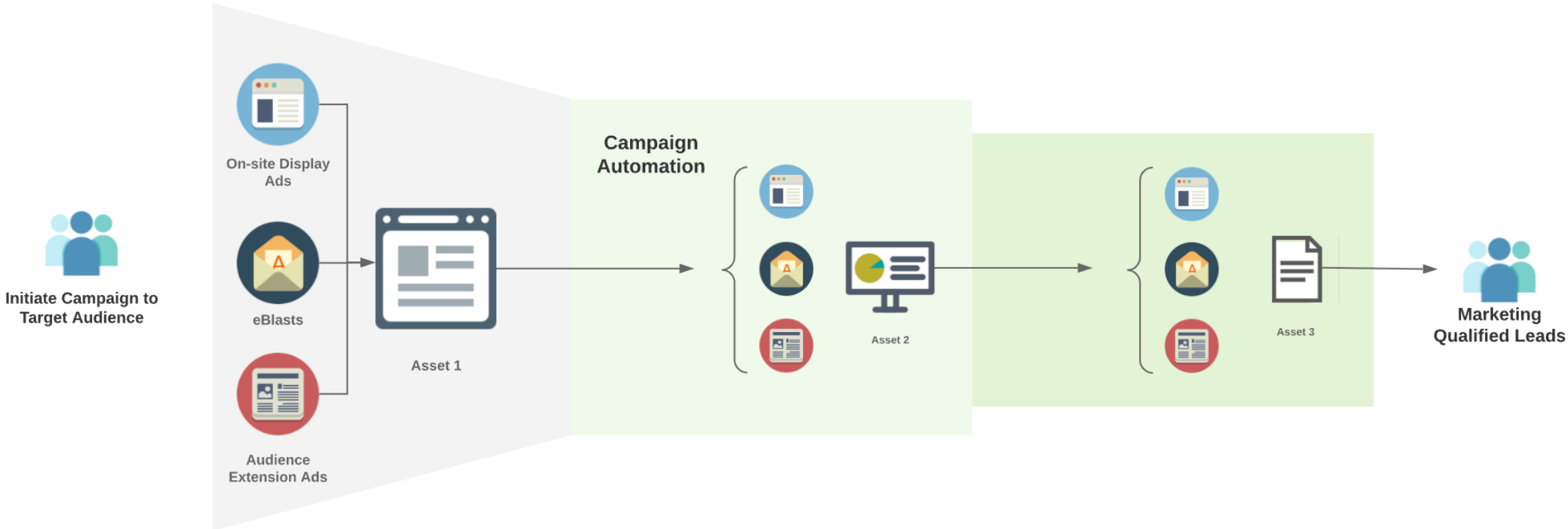
**Generate** marketing qualified leads (MQLs)

**Deliver** greater ROI

**Renew** and grow business from accounts



Dynamic Communication Experience Powered by Engagement



# The Process

## What Made Intelsat a Qualified FLOW Partner?

### 1 | Content Assets

Intelsat had a library of content assets to utilize at every step of the campaign funnel. They also had resources to invest in making new assets with our team.

### 2 | Internal Marketing Champion

FLOW works best when the advertising partner has a clear demand gen or product marketing manager at the helm. They are key at driving strategic discussions with our digital team and stay engaged during the entire campaign to optimize performance.

### 3 | Mature Sales Organization

Lead gen campaigns fall flat when an organization can't recognize ROI on their inbound leads. Intelsat's sales team works hand in hand with their marketers.

### 4 | A Need to Stand Out

Intelsat needed to tell a new story after coming out of restructuring. Most FLOW clients feel a strong urge to own the messaging in the market.



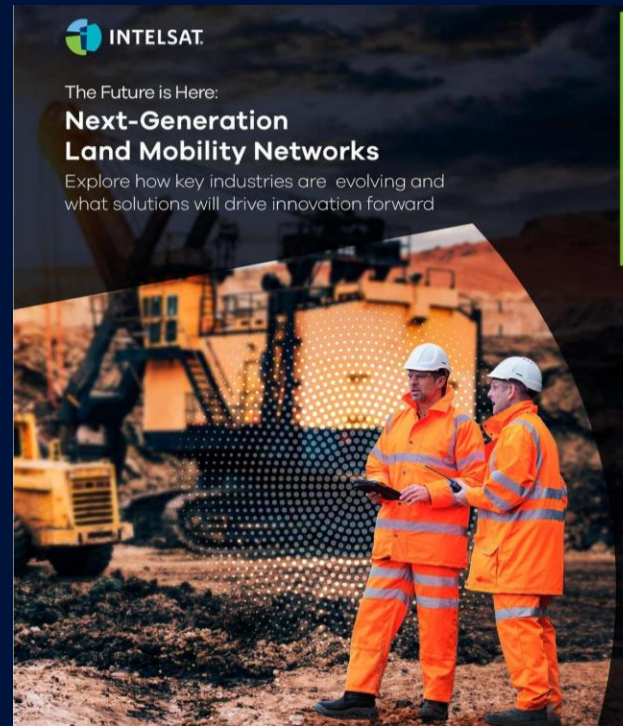
# Strategy

## FLOW Campaign Tactics

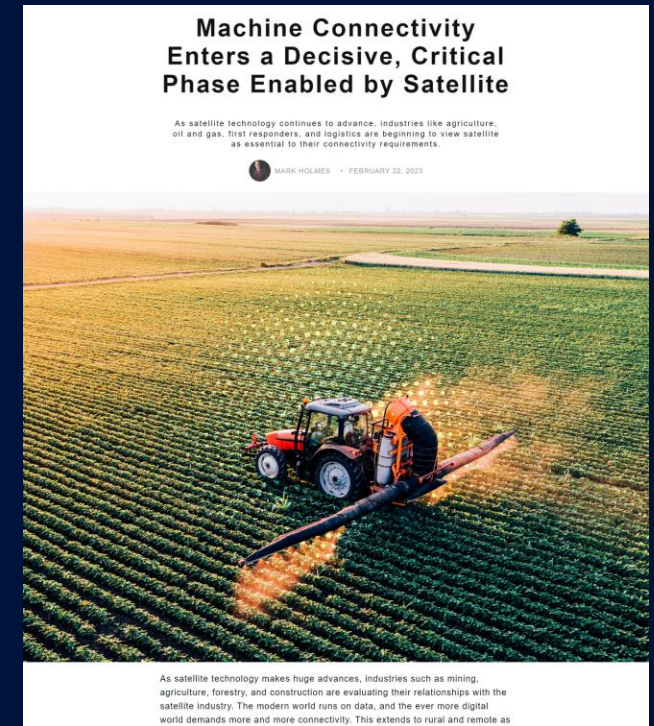
This FLOW campaign has a variety of content assets and tactics to reach the target audience and generate leads. Each asset is promote with a mix of email, on-site ads banner and native ads, & paid social media and programmatic ads.



Live Webinars



Vertical Specific eBook



Co-developed Articles

# Strategy

## How We've Utilized Omeda

- Targeted and expanded Intelsat's ABM lists
- Powered on-site and off-site ad targeting to reach engaged Via Satellite readers
- Nurtured and activated new contacts in preparation for campaign





# Results

Brand Awareness Impressions

**600K**

Brand Awareness CTR

**.27%**

FLOW Impressions

**1.45MM**

FLOW CTR

**1.19%**

FLOW Leads

**568**

4 Campaigns Sold

**~\$400K**