



Custom Media Case Study

The Challenge

Adobe was seeking an interactive methodology to drive audience engagement in the financial services community—to reach new clients, retain existing clients, and elevate its brand presence. In addition, the company hoped to leverage a variety of marketing resources to inform and educate, and to capture qualified inquiries.

The Parameters

As a company with a reputation for technical savvy, Adobe hoped to leverage a variety of digital components; it wanted each piece of the campaign to integrate seamlessly and provide reinforcement for the others. The results and metrics for ROI on this project were tied directly to new leads and overall audience traffic.

The Process

Adobe was looking for more than a menu of turnkey options to choose from; instead, it required a plan with integrated solutions. The overall campaign included an interactive custom microsite with custom content, custom ebooks, and a four-part podcast series with each session building on the session before. In addition, SourceMedia provided editorial and assisted with distribution for a content-rich white paper, and supported each element through dedicated emails, advertising banners, and newsletter promotion.

SourceMedia provided a clear roadmap of the process from content development to site design, wireframes, and overall promotional strategy. Content development included original and repurposed articles, interactive case studies, and rich media (including podcasts, seminars, videocasts) all designed to capture and hold audience interest far beyond the average page view.

The Results

The mix of media, widely promoted throughout SourceMedia's banking brands, made this campaign both compelling and successful. The lead guarantee for each component was met and surpassed, every time; Adobe twice extended the contract and built an active audience beyond its initial expectations.

What They Said

"We initially made the decision to work with SourceMedia because of their important niche audience in the financial services industry and their strong, custom content—and they delivered there. However, they exceeded our expectations in terms of campaign execution. They knew we wanted more than an attractive but 'simple site,' and delivered on a range of digital options that provided options for audience interactivity that were key to our goals."

Bernice Brown, Senior Campaign Manager, Adobe Systems, Inc.

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