



# Case Study – TIA Technology

TIA Technology adopts a content repurposing strategy to deliver effective, multi-touch campaigns

## Situation

TIA Technology is a software solutions provider in the insurance sector. It provides a core platform that manages the whole insurance value chain from product definition to customer acquisition, policy servicing and claims management. The company is the market leader in EMEA with the largest installed base and a 100% project success rate.

## Task

TIA Technology wanted to re-purpose an existing white paper for a new lead generation campaign to increase their engagement and potential customer reach.

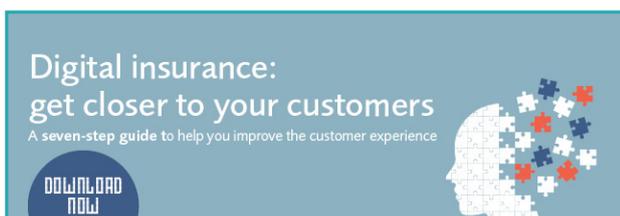
## Action

We worked alongside TIA to review the content in the existing white paper and identified ways to repurpose the material. We then created a range of assets as part of a multi-touch campaign to maximise the opportunity for promotion. We delivered:

- A creative campaign identity for all assets and promotions
- A new ebook with shortened copy and eye-catching graphics
- An engaging infographic designed for social sharing
- A seven-part blog series to be shared across social media channels
- An accompanying checklist for readers to score their digital progress
- Promotional emails and social media updates to launch the ebook

## Results

TIA's first email to promote the ebook generated a 19.6% open rate, with click throughs of an impressive 5.45%. Of those individuals who clicked through to the campaign landing page, 40% registered. And, following qualification by TIA, 75% of these registered contacts were deemed to be marketing qualified leads.



“The Marketing Fusion team delivered high quality assets that we are proud of and that have delivered top results. We are fairly new to re-purposing assets, having previously been worried that re-using copy would reduce the quality of our output, but Marketing Fusion created something very new and fresh-feeling with our existing copy.

We would certainly do it again.”

Jette Børsting Lundquist, Marketing Director at TIA Technology