**Objective**

MC², a leading exhibit and event marketing company that covers industries ranging from financial and health care to real estate and software/consumer electronics, wanted to expand its brand awareness across the marketplace while developing and expanding its position as a thought leader in event marketing.

**Solution**

MC² opted for a two-pronged approach, taking advantage of MultiView’s content marketing solutions as well as a retargeting campaign.

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**Campaign Stats**

365-day campaign

- **Content**
  - 6,000+ Emails sent per month
  - 13.8% Email click-to-open rate

- **Programmatic**
  - 10.6% Display ad click-through rate
  - 2.3 Million Site retargeting impressions

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“Our subscribers have grown steadily since we started with MultiView. We know we are known and respected when our editor is recognized at industry events and competitors are subscribers to our newsletter.” - Caroline Meyers, Director of Corporate Communications, MC²
Targeting Strategies

Through the content marketing plan, MultiView produced a monthly email newsletter filled with original and curated industry news aimed to engage current and potential MC² clients. As a multifaceted strategy for nurturing every lead MC² has come across, content marketing reinforces the company’s position as a thought leader by keeping them on the forefront of trends and developments in the event marketing space.

MultiView also helped MC² create responsive and mobile friendly emails that are important to reach an audience that is, by nature, often on the move.

For its retargeting efforts, MultiView served more than 2.3 million impressions with a click-through rate of almost 11 percent – more than double the industry average.

“MultiView introduced us to remarketing and visitor tracking, which has helped us understand what companies are visiting our website,” Meyers said.

Results of 365-day campaign

MC² exceeded their goals with MultiView’s marketing solutions, achieving the following:

- 6,000+ emails sent per month
- 13.8% email click-to-open rate
- 2.3 million impressions
- 10.6% display ad click-through rate