



## CASE STUDY : B2B ADVERTISING TRACKING AND ANALYSIS

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### Situation:

A large, national bank offers products and services to businesses and directly to consumers. Advertising and marketing communication are key differentiators in this market. While our client had good knowledge of the B2C space, it was unable to consistently track the advertising activity and positioning of its competition in the B2B industry.

### Solution:

Line of Sight leveraged our Strategic Intelligence Program (SIP) to track and analyze competitive advertising in our client's B2B space. The program used a 'big-data' surveillance approach that scoured multiple sources of B2B ads and provided filtering, text analytics and weekly distribution of examples and relevant information to the marketing and senior management teams.

### Benefit:

After 1 year of the SIP program implementation, the information and analysis we delivered changed two deep-rooted internal beliefs within our client's lending team.

1. The team previously believed that doing social media advertising in the B2B space was a waste of time. Based on the SIP insights and how the competition was employing social media, however, they have come to realize the value and have invested in a new social media ad campaign.
2. The team previously did very little 'thought leadership' messaging but discovered the extent to which competitors were doing this. Our client quickly restructured their marketing team to address this gap.

The B2B advertising tracking and analysis program is now identified within the client as a 'standard of excellence'. In fact, it is now considered more valuable than the B2C program which has been in place for quite some time.

