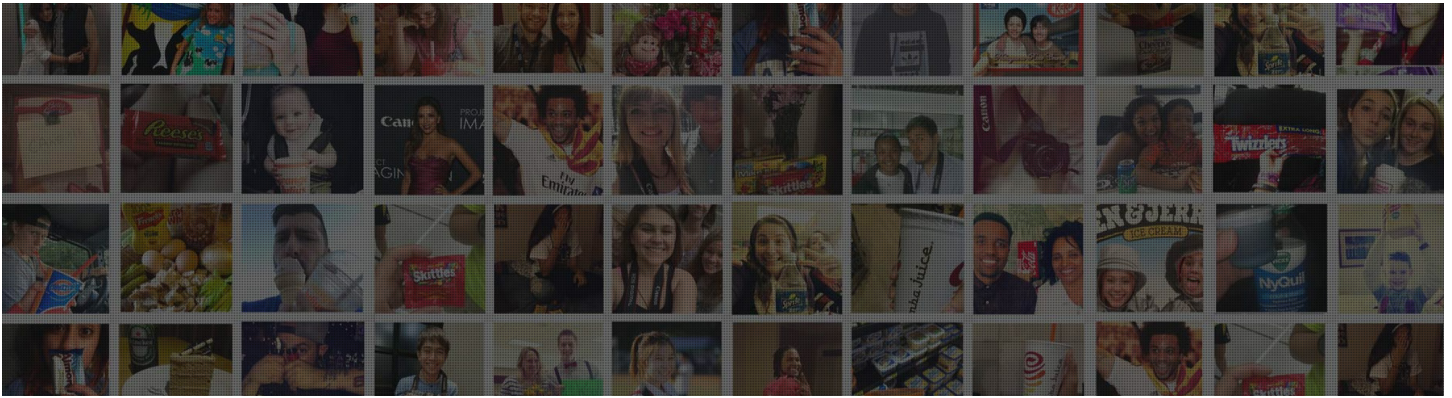# clever zebo

case study

ditto

Ditto Labs developed a breakthrough image recognition technology that allows brands to automatically scan the photos shared publicly on social media for mentions and usage of their brand identity. It's an incredibly powerful tool for big-brand marketers to understand the visual discussion around their products, gain insights into their target audience and do more precise ad targeting.

http://Ditto.us.com/

THE CHALLENGE

Ditto's addressable audience in the US is fairly small, fewer than 10,000 companies and agencies. These are large companies who are typically much harder to reach, especially the c-level decision makers who are the target customer.

THE SOLUTION

When working with a small addressable pool of decision makers, it's vital to implement a multi-channel acquisition strategy for two reasons:

- Not everyone reacts and takes actions in the same way on different individual channels. But by connecting with prospects across all major channels, you dramatically increase the chance of your message breaking through.
- Multiple touch points reinforce brand value and give more opportunities to take action.

CLEVER ZEBO BUILT A MULTI-CHANNEL ACQUISITION EFFORT BUILT AROUND:

- Email prospecting
- Adwords
- Linkedin
- Twitter

In under 10 weeks, the results exceeded expectations.

THE RESULTS

- Timeframe: <10 weeks
- Addressable audience size: <10,000
- Audience demos: social and brand decision makers at large brands and agencies
- Leads generated: 60+

INTERESTING TEST RESULTS:

Email subject line test:

"Company + Ditto: let's work together" converted 280% better than "Many of your clients' brand mentions are in photos. Are you listening?"

- The bottom line: Multi-channel advertising combined with highly targeted email prospecting and perfected through aggressive A/B testing is a strong formula for B2B lead generation success

TWITTER COPY TEST:

We tested multiple sets of tweet ad copy.

"85% of the brands Ditto finds in photos don't mention that brand in text. See how we capture visual brand mentions."

- Had 67% higher CTR than the next closest ad copy

"Sure, you track text mentions of your brand in social media. Unlock insights via the rich context of shared photos."

- It beat the worst performing ad copy in terms of CTR by 600%

Clever Zebo is a team of smart marketers who help companies perfect their conversion path through A/B testing and optimize digital advertising to perform awesomely.