

# WBR Digital Case Study EXTOLE

WBR Digital delivers 562 quality leads from a webinar & an eBook content asset that will live on for an extended time.

Extole serves both B2C and B2B companies in executing referral programs across a range of markets. Based on a successful webinar, WBR Digital created a special eBook summarizing the key takeaways from the Extole Referral Marketing Webinar.

## Results

562

Qualified Leads  
(225% of target)

707

Webinar Registrants  
(299 net new sources)

156

Attended the Live  
Webinar Session

53

downloads of the  
Extole Whitepaper

## Expectations

WBR Digital 250 leads

## Delivered

WBR Digital returned 562 quality leads  
after promotions

### Webinar

- 1 With the pre-launch form, WBR Digital was able to target and keep the main focus of the webinar concise, also the customization of email campaigns and landing pages led for ease of updates.
- 2 WBR Digital was able to prioritize and regulate data capture to provide more qualified leads – pre and post webinar.
- 3 *"Asking about our target audience from a demographic is something that is fantastic. It's that extra great step that WBR Digital provides to create that golden webinar partnership!"*

### Whitepaper

- 1 WBR Digital worked with Extole to develop and brand the eBook including creating pieces from their website, keeping with their theme.
- 2 The whitepaper included exclusive features and highlights which helped to generate brand awareness and lead generation among our eTail audience.
- 3 *"No other partner right now is creating pieces based off of webinars for us, with us, or anything to that extent. You continue to promote all the content with an eBook that lives on even after the webinar comes to a close."*

Upon releasing the eBook, we had a webinar attendee download the content piece and email WBR Digital to ask for a meeting with Extole. They received an inquiry for a quote directly as a result of the campaign.



*"As a marketer that has run webinars on a monthly basis for almost 4 straight years, working with WBR Digital and eTail was just perfect."*

Jen Gray, Director of Demand Generation, Extole

WBR  DIGITAL

Download  
the eBook!

