

# DELIVERING HUNDREDS OF LEADS AND LONG-TERM BUSINESS VALUE

Olapic's ongoing partnership with **WBR Insights** began with their sponsorship of our 2016 eTail Mid-Market Report, the first of several successful campaigns across the luxury, travel, and retail verticals.



"The WBR Insights team is **constructive and completely transparent** with us. They want to **do right by the relationship** first and foremost, which is something we appreciate."

Bill Connolly, Director of Content Marketing, **Olapic**



**3 COMPLETED PROJECTS**



**600+ LEADS**



**3+ UNIQUE INDUSTRIES**

In addition to generating hundreds of leads, Olapic cites their complete ownership of WBR Insights data and reports as a key benefit, enabling them to repurpose content as part of any number of initiatives. And thanks to our "trustworthy, valued approach," WBR Insights gives Olapic the third-party credibility they need to deliver an authentic message.

"With WBR, it's all about how we can structure a long-term relationship that will get us the most value."

Research from WBR Insights offers business benefits from a unique position in the industry:

"When I go to WBR Insights, it's because I want to gauge what is happening in the marketplace on a broader level and see what retailers are doing now. WBR is a research organization with control over the approach and credibility of the research, while you get to own the rights to it."

The business value of a partnership with WBR Insights extends beyond lead generation:

"We get a ton of value out of the reports, not just in terms of the leads that we generate immediately, but in terms of the lifetime value, the longevity that it gives us, and what we can do with it across a number of different assets."

\* Photos are user-generated, curated for reports by Olapic. All quotes provided and approved by Bill Connolly.