

Paid Advertising Elevates Exposure, Engagement, and Lead Generation

DONNELLEY FINANCIAL SOLUTIONS (DFIN) IS A LEADER IN RISK AND COMPLIANCE SOLUTIONS



“We couldn't be happier with the level of service, SEO + PPC expertise and results we've gotten from Straight North over the last year.”

GWEN NUGENT
VICE PRESIDENT, MARKETING
DFIN



CHALLENGE

Donnelley Financial Solutions (DFIN), a publicly traded financial compliance company, was in search of a powerful paid advertising program to elevate exposure, engagement, and lead generation.

STRATEGY

DFIN collaborated with Straight North, a leading digital marketing agency specializing in paid advertising, who initiated a multi-pronged strategy. This entailed managing the campaign's expansion and intricacies, changes in the paid ad marketplace, and testing additional paid opportunities like YouTube.

OUTCOMES

Through the Paid Advertising program, specifically utilizing Google Ads on search results engagement:

- ▶ Exposure & Engagement: Achieved a staggering 50M impressions and 532K clicks.
- ▶ Conversions & Leads: Noted 17K conversions, sparked over 3K chat conversations, and gathered 883 high-value form submissions.
- ▶ Positioning & Globalization: Witnessed an upward trajectory in overall share of paid advertising, growing presence in both the US and EMEA regions.
- ▶ ROI: A commendable return on investment of 165% was recorded for the paid advertising endeavors.

DFIN's collaboration with Straight North proved to be a resounding success, highlighting the potency of a well-strategized and executed paid advertising campaign.

- ▶ **300%+ increase** in quality Google Paid conversions since start of the year (Nov. vs Jan.)
- ▶ **50 million** impressions and **532,000** clicks!
- ▶ **883** high-value form submissions!

INCREASE IN QUALITY PAID ADVERTISING LEADS

