



INTEGRATED MARKETING MEETS ANALYTICS

MISSION: INTEGRATION

IHS Markit is a global leader in critical information analytics and solutions, and after several years of growth that included more than 30 acquisitions, their offering expanded to 16 industries and 12 functional roles. This growth, combined with a complex lineup of solutions, led to the need to integrate their marketing across global, regional, and product marketing teams, and shift to a more measurable and predictable model.

FINDING A DIRECT ROAD

First, our analytics team trialed multiple messages against the target verticals and titles. Once we validated the highest performing messages, we developed a fully integrated marketing ecosystem, which included a lead generation and nurturing model as a standard for future programs.

Some see a crossover.

You see a recovering new housing market boosting demand for fullsize pickup trucks.

To outperform the automotive industry, you need the kind of information, insight and on-the-ground intelligence that nobody else can touch. That's where IHS comes in. Our unsurpassed global resources and cross-industry expertise can deliver the intelligence you need—like the long-term impact of CAFE standards, emerging market developments or how easing credit on the housing market will affect you—to stay ahead of industry trends. For now, and for the long term.

Get the critical insights you need now. Download our white paper, "4 Critical Trends in Automotive for 2014 and Beyond" at www.IHSAutomotiveinsights.com.

SEE THE BIG PICTURE

CASE STUDIES OF DISTINCTION

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SUCCESS: YES!

At the end of phase one, we measured results at every level—from clicks to sales—and analyzed response metrics across all contacts and companies. Using this data, we sharpened several campaign components—from creative to media—to improve response and optimize conversions.

After phase two, we analyzed the metrics again. The result? Inquiries increased 3.6X and marketing qualified leads (MQLs) increased 4.4X. With our optimized model in place, we rolled out programs to more audiences, while continually measuring results and refining programs to address the unique preferences and behaviors of each audience.

The program succeeded because we increased the number *and* quality of engagements. By applying this model to programs across several verticals and regions, IHS Markit was able to achieve the full potential of the new ecosystem.

ABOUT RED HOUSE

Red House helps B2B marketers reach and engage decision makers across a wide range of verticals, including financial, healthcare, information systems, manufacturing, supply chain and technology. Our solutions include integrated programs, content marketing and account-based marketing, and we offer a range of supporting services including research, analytics, marketing automation and creative.