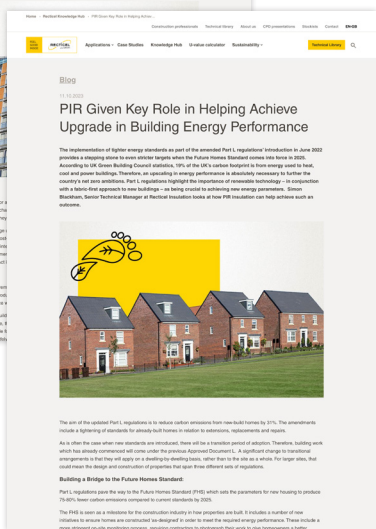
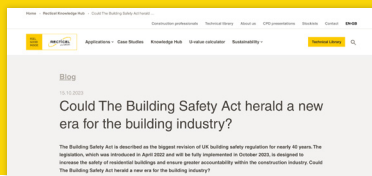


Best Thought Leadership Campaign



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Campaign statistics



829

downloads of the guide



300k+

reach across 22 piece of PR



19%

CTR on PPC



32%

sales conversion rate



56%

average open rate of email campaign