



2020 MarCom Awards

Ngena Cisco Impact Digital Ad Campaign

Situation

Headquartered in Germany, ngena (next generation network alliance) provides a global platform that merges the local networks of all the company's global telco partners, forming a single Software-Defined Network (SDN). Leveraging the advantages of virtualization technology and automation, ngena facilitates a flexible end-to-end configuration and provisioning of all services, thereby enabling local alliance partners to deliver consistent data connectivity services to their enterprise customers on a global scale.

The ngena solution is built on Cisco technology, and in 2019 they formalized their Cisco partnership. As part of this elevated partner level, ngena was invited to participate in Cisco IMPACT, an annual 4-day event in Las Vegas that attracts more than 18,000 Cisco sellers - including sales representatives and reseller partners. Ngenea would have a simple white wall-style space with a TV monitor and a pedestal - the same as the other partners who would be exhibiting. Cisco does not allow any giveaways or handouts at the booth. Wanting to have a big impact at the very large and session-packed event, they approached Yeager to help them put a strategy together to get attention and drive traffic to their booth.

Objectives/Goals

Our goal was to drive booth visits from Cisco and partner sales people that would be interested in selling the ngena solution to their customers.

Strategy

There is a lot of activity at the conference, including keynote presentations, informational sessions, technology demos, and activities. We needed to capture attention and cut through the noise for ngena. We decided getting out ahead of the event would be a good strategy to help us create awareness with attendees and get them thinking about visiting with ngena before the conference, and then reinforcing that awareness during the event.

Tactics

We targeted Cisco sales people and partners on LinkedIn with sponsored ads a few days before the event. Then during the event, we would run targeted Google Display and Responsive Search ads to event attendees by geofencing around the Mandalay Bay where the event was being held. Ads were triggered based on search terms focused on Cisco Impact and SD-WAN topics and we also developed a broad list of negative keywords to ensure proper targeting. All of the ads leveraged the colorful ngena brand and promoted their presence at the event and their booth number. The ads also linked to a landing page on the ngena website to learn more about the company.

Results and/or lessons learned (quantitative and/or qualitative)

Both LinkedIn and Google campaigns both outperformed industry averages by a substantial margin. Over the 4-day ad campaign, Google ad impressions topped 69,000 with over 700 clicks to the landing page. LinkedIn Sponsored Posts topped 8,000 impressions with over 120 clicks to the landing page. The client had more traffic to their booth than other vendors, and was able to have conversations with a few hundred conference attendees. The client was extremely pleased with the results and has asked us to run similar campaigns for 2020 events.

Cisco Impact 2019

Digital Ad Campaign

Performance Summary

Campaign Overview

Objectives

- Implement an awareness activity for ngena at Cisco Impact
- Drive landing page traffic and booth visits from Cisco and partner attendees

Strategy

- Digital ad campaign to run Sunday 8/25 through Thursday 8/29
- Channels to include Google Search and Display, as well as LinkedIn Sponsored Ads

Campaign Tactics

Google Search and Display

- Both Google Display and Responsive Search ads were leveraged
- Ads were geo-fenced to target to people in and around the Mandalay Bay hotel
- Ads were triggered based on search terms focused on Cisco Impact and SD-WAN topics
- We also developed a broad list of negative keywords to ensure proper targeting

LinkedIn Sponsored Ads

- LinkedIn Sponsored Posts targeted to people currently working at Cisco with job titles and roles aligned with sales and partnerships

Google Display Ads

ngena
Visit ngena at
**CISCO
IMPACT
2019**
**BOOTH
#59**
Learn More
CISCO
Partner

ngena
SD-WANaaS
**QUICK TO QUOTE.
EASY TO SELL.
FAST DEPLOYMENT.**
Learn More
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Partner

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Accelerate the
**EVOLUTION
OF NETWORKS**
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SD-WANaaS
**BUILT 100% ON
CISCO VIPTELA**
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Underlay and overlay
**IN ONE
SD-WAN
SOLUTION**
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Google Search Ads

Responsive Search Ads allow you to implement variations of headlines and descriptions. Based on the person's search query, Google will populate the most relevant ad copy from the headlines and descriptions provided.

Ad 1 - Cisco Impact searches

Total of 5 Headlines: 30 character limit

- Attending Cisco Impact?
- ngena at Cisco Impact 2019
- Visit ngena at Cisco Impact
- SD-WAN at Partner Showcase
- Explore ngena at Cisco Impact
- SD-WAN aaS at Cisco Impact

Total of 2 Descriptions: 90 character limit

- Easy to sell. Quick to quote. ngena SD-WAN aaS at booth #59.
- Stop by booth #59 to learn about ngena SD-WAN aaS solution!

Ad 2 - SD-WAN searches

Total of 5 Headlines: 30 character limit

- Global SD-WAN as a Service
- Need a Global Networking Solution?
- SD-WAN as a Service by ngena
- Cisco SD-WAN aaS
- Fully-Managed SD-WAN aaS

Total of 2 Descriptions: 90 character limit

- Stop by booth #59 at Cisco Impact to learn about ngena SD-WAN aaS built on Cisco Viptela.
- Attending Cisco Impact? Visit booth #59 to discover ngena SD-WAN aaS.

Google Ad Performance

Average Click-Thru Rate (CTR) for Technology-Related Ads:
 Display – .39%
 Search – 2.09%

| Campaign | Total Impressions | Total of Clicks | Avg. CPC | Campaign CTR | Total Cost |
|----------|-------------------|-----------------|----------|--------------|------------|
| Display | 69,517 | 677 | \$0.65 | 0.97% | \$442.79 |
| Search | 616 | 38 | \$4.52 | 6.17% | \$171.78 |

| Campaign | Mobile Impressions | Mobile Clicks | Mobile CTR | Mobile Avg. CPC | Mobile Cost | Tablet Impressions | Tablet Clicks | Tablet CTR | Tablet Avg. CPC | Tablet Cost | Desktop Impressions | Desktop Clicks | Desktop CTR | Desktop Avg. CPC | Desktop Cost |
|----------|--------------------|---------------|------------|-----------------|-------------|--------------------|---------------|------------|-----------------|-------------|---------------------|----------------|-------------|------------------|--------------|
| Display | 64,064 | 671 | 1.05% | \$0.64 | \$432.69 | 4,048 | 13 | 0.32% | \$1.05 | \$13.63 | 1,402 | 0 | 0.00% | \$0.00 | \$0.00 |
| Search | 525 | 36 | 6.86% | \$4.47 | \$160.96 | 19 | 0 | 0.00% | \$0.00 | \$0.00 | 72 | 2 | 2.78% | \$5.41 | \$10.82 |

LinkedIn Sponsored Post Creative

Ads also included post copy to promote ngena's presence at Cisco Impact and to encourage booth visits.

ngena
The Shared Network

**CISCO IMPACT 2019
BOOTH #59**

**ARE YOU ATTENDING
CISCO IMPACT 2019?**

Visit us at **BOOTH #59**

CISCO
Partner
Premier Certified

ngena
The Shared Network

**CISCO IMPACT 2019
BOOTH #59**

**BUILT 100% ON
CISCO VIPTELA**

Fully-managed,
Global SD-WAN aaS

CISCO
Partner
Premier Certified

ngena
The Shared Network

**CISCO IMPACT 2019
BOOTH #59**

**ACCELERATE
THE EVOLUTION
OF NETWORKS**

Visit us at Cisco Impact 2019

CISCO
Partner
Premier Certified

ngena
The Shared Network

**CISCO IMPACT 2019
BOOTH #59**

**UNDERLAY AND OVERLAY
IN ONE SD-WAN SOLUTION**

Cisco SD-WAN aaS from ngena

CISCO
Partner
Premier Certified

ngena
The Shared Network

**CISCO IMPACT 2019
BOOTH #59**

**QUICK TO QUOTE.
EASY TO SELL.
FAST DEPLOYMENT.**

Cisco SD-WAN aaS from ngena

CISCO
Partner
Premier Certified

ngena
The Shared Network

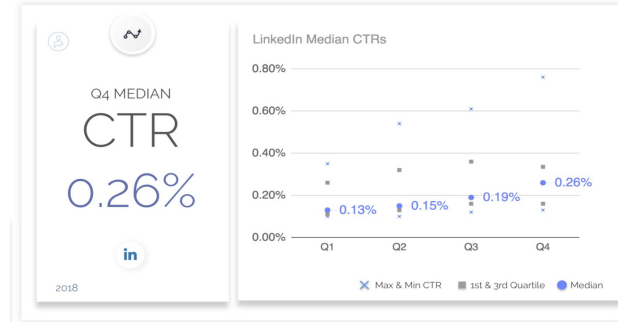
**CISCO IMPACT 2019
BOOTH #59**

**FULLY-AUTOMATED
CONFIGURATION
AND ROLLOUT**

Cisco SD-WAN aaS from ngena

CISCO
Partner
Premier Certified

LinkedIn Ad Performance



Average Click-Thru Rate (CTR) for LinkedIn Ads is .26%

| Campaign Name | Start & End Date | Campaign Type | Campaign Status | Daily Budget | Total Spent | Impressions | Clicks | Click Through Rate | Average CPM | Average CPC |
|-----------------|------------------|------------------|-----------------|--------------|-------------|-------------|--------|--------------------|-------------|-------------|
| Sponsored Ad #1 | 8/26-8/27 | Sponsored Update | Completed | \$300.00 | \$194.70 | 3339 | 76 | 2.28% | \$58.31 | \$2.56 |
| Sponsored Ad #2 | 8/27-8/28 | Sponsored Update | Completed | \$300.00 | \$110.29 | 1777 | 29 | 1.63% | \$62.07 | \$3.80 |
| Sponsored Ad #3 | 8/28-8/29 | Sponsored Update | Completed | \$300.00 | \$101.98 | 3456 | 27 | 0.78% | \$29.51 | \$3.78 |

Summary

- Google and LinkedIn campaigns both outperformed industry averages by a substantial margin.
- Over the 4-day ad campaign:
 - Google ad impressions topped 69,000 with over 700 clicks to the landing page
 - LinkedIn Sponsored Posts topped 8,000 impressions with over 120 clicks to the landing page
- LinkedIn engagement represented our targeting with most likes and comments coming from Cisco or Cisco partners