

NAPCO Research drives brand awareness, lead generation for Marketing technology company.

OBJECTIVE

Bluecore, an email marketing technology company, wanted to publish a thought leadership study to build brand awareness in their space. Their objective was to generate brand awareness through media coverage, generate downloads of the study, and use it for ongoing content marketing programs.

SOLUTION

NAPCO Research designed a study that surveyed Millennials about their digital brand behaviors.

The study identified:

- How Millennials interact with brands online
- How Millennial brand interaction differs across device types
- Steps brands should take to reach Millennials in ongoing communication

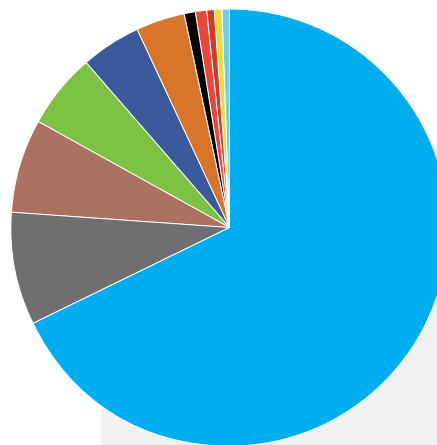
59% of Millennials use their smartphone as their primary email device

NAPCO Research designed the survey, identified the audience, programmed and tested the survey, deployed it to the audience, analyzed the data, and authored the study.

68% of Millennials prefer email over alternative channels when communicating with brands

RESULT

The study revealed unique insight into how Millennials interact with brands. The research was covered by several media outlets, and resulted in invaluable brand exposure for Bluecore. The study generated a large number of new leads and Bluecore will use it in ongoing content marketing programs.



How would you prefer to receive brand communications?

- 68% Email
- 8.3% Others
- 6.9% In Stores
- 5.6% Text
- 4.5% Facebook
- 3.6% Online Ads
- 0.8% Instagram
- 0.7% YouTube
- 0.6% Pinterest
- 0.6% Snapchat
- 0.4% Twitter



“NAPCO Research worked with us to create a research study where we uncovered key assumptions in email marketing technology. They provided expertise in the design, segmentation and data analysis for the survey and authored an insightful study that will drive thought leadership in the marketing automation space. In addition to subject matter expertise, their Director of Research is a strong communicator and collaborator. NAPCO Research will continue to be a key research partner as we grow our company.”

Ryan Luckin

VP, Marketing, Bluecore Inc
About NAPCO Research



Led by a former Forrester Research Analyst, NAPCO Research crafts custom data-centric solutions that leverage NAPCO's highly engaged audiences, industry subject matter experts and in-house research expertise. NAPCO Research partners with clients to identify their unique business problem and create solutions that enable deeply informed decision-making.

NAPCO Research can help with:

- Business goal prioritization
- Content marketing strategy
- Opportunity discovery
- Sales strategy and tactics
- Market segmentation
- Market conditions
- Landscape insight
- Benchmarking
- User needs and wants
- Industry Trends
- Product features and functionality
- Brand awareness
- Audience reach

Contact research@napco.com to find out how NAPCO Research can help you with your research needs.