

Marketing Campaign of the Year - Industry Categories

Information to be submitted online for entries in these categories in the 2023 competition include

1 Written answers to the following questions, OR a video of up to five (5) minutes in length that answers all of the same questions.

G20. Financial Products & Services: communications promoting overall image and capabilities of a financial institution and specific products or services including home banking, loans, mortgage, mutual funds, traveler's checks, etc. Nominations related to cryptocurrencies should be submitted to this category.

1a. Specify the date on which this campaign was launched. Required

Amberdata launched the **Digital Asset Guide for Financial Professionals** campaign on February 14, 2022. The main piece of content, an eBook, was launched via a blog post, a website pillar page, in Amberdata's eNewsletter, website popups, paid media and partner marketing.

1b. Describe the genesis of the nominated campaign: the reasons it was initiated, the challenges it was created to address, the problems it was developed to solve, etc. (up to 250 words). Required

The campaign was designed around an eBook, *The Digital Asset Data Guide for Financial Professionals*, to help solidify Amberdata as a thought leader in the digital asset space. Amberdata worked hard to ensure this first piece of content they created when they began formal marketing of their SaaS product educated institutional investors on the need for solid data to succeed in the previously unknown arena of the digital asset class such as cryptocurrencies.

The campaign was designed to:

- Boost Amberdata's website ranking and establish industry authority on digital assets for web search engines.
- Create brand recognition around Amberdata in the digital asset data community.
- Equip the sales team with an outreach tool for prospects.
- Create sales leads via form submission, a "trade" for contact information.
- Provide an asset for paid media partnerships (Wall Street Journal, Consensus, Coindesk, The Block, Hedgeweek, Pomp Podcast, Tabb Forum), paid social, and general online advertising.

1c. Describe the development of the campaign: the planning process, the goal setting, the creative and media development, the scheduling, etc. (up to 250 words).

The Digital Asset Data Guide (DAG) campaign was initially envisioned and created by the Amberdata CMO, Steve Henning, who wanted to establish Amberdata as a thought leader in the digital asset data space. He had received ambitious goals for lead generation and also was dealing with a fledgling startup that was relatively unknown in the community.

The initial white paper, "The Digital Asset Data Guide for Financial Professionals," was created in a PDF and open format on a website page. The primary objectives were:

- **Lead Generation vis form-fill for PDF-Download.** This asset was to be used in many ways to procure leads for the sales team. Custom landing pages were strategized and created for various media outlets to elevate the exclusivity of the eBook (ex. “Special Edition for the Wall Street Journal”)
- **Search engine optimization (SEO) performance.** One of Amberdata’s goals was to improve organic traffic from search engines by optimizing various aspects of the website, such as blog posts and a pillar page featuring the entire PDF in open content.
- **Amberdata Brand Recognition** - A retargeting campaign was set up with this asset as it’s centerpiece to nurture sales and marketing leads and assure the prospects that Amberdata was a knowledgeable entity in the digital asset data space.

1d. *Outline the activities and concrete results of this campaign since the beginning of 2021. Even if your campaign started before 2021, limit your response to activities and results since the beginning of 2020 only (up to 250 words). Required*

The eBook has demonstrated outstanding performance by effectively engaging new contacts, impressing customers, and driving website traffic through supporting elements like blog posts, website pop-ups, landing pages, and a dedicated webpage edition (pillar page). The website pillar page, placed the entire ebook content on a website page, and was specifically designed to help Amberdata rank for key search terms surrounding digital asset data using a known form of H1s and H2s menu structure. The eBook was placed in a prominent spot on the Amberdata menu so that Google would include it in search results for the website. The strategy was successful, as Amberdata is the number one organic result for a search term “digital asset data guide.”

Separately Amberdata has a website pop-up running throughout www.amberdata.io, pushing visitors to this content. It has generated excellent results.

Landing pages were designed for multiple partner relationships, trade shows and other various paid campaigns, with nine different versions total.

These landing pages were responsible for:

- 12,044 raw views
- 2,359 Submissions
- 20% submission rate

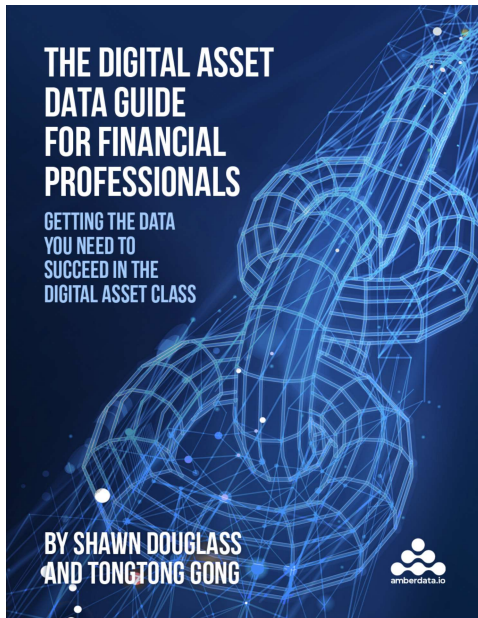
Overall statistics:

- 1,531 new contacts overall were generated from this single piece of content.
- 51 Customers (this is a large number of people due to five-figure deals and B2B nature of business)

1e. *Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination. (up to 250 words). Optional*

eBook PDF:

<https://go.amberdata.io/hubfs/220001-The-Digital-Asset-Guide-For-Financial-Professionals-eBook.pdf>



Pillar page:

<https://www.amberdata.io/the-digital-asset-data-guide-for-financial-professionals>



Amberdata

<https://www.amberdata.io> > pomp

The Digital Asset Data Guide

Download the Amberdata eBook, **The Digital Asset Data Guide** for Financial ... This eBook explores why you need digital asset data, the challenges with ...

<https://www.amberdata.io/the-digital-asset-data-guide...>

The Digital Asset Data Guide for Financial Professionals

May 11, 2022 – In this **guide**, we'll explore why you need **digital asset data**, the challenges with accessing it, and how to overcome them to gain an ...

People also ask

What is a digital data asset?



What are the basics of digital assets?



What are the three main categories of digital assets?



What are examples of digital assets?



Feedback

Blog post: <https://blog.amberdata.io/the-digital-asset-data-guide-for-financial-professionals-ebook>

February 14, 2022

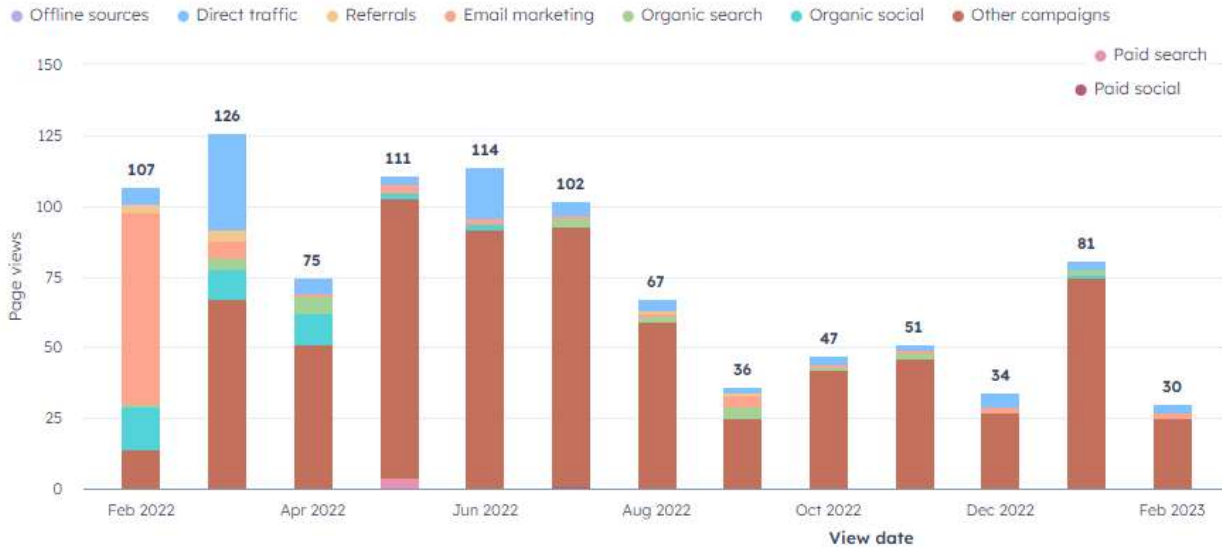
[New eBook] The Digital Asset Data Guide for Financial Professionals



By: **Amberdata**



Page views ▾



Landing page:

<https://www.amberdata.io/the-digital-asset-data-guide-for-financial-professionals>

The Digital Asset Data Guide for Financial Professionals

Getting the Data You Need to Succeed in the Digital Asset Class

The Digital Asset Data Guide for Financial Professionals: Getting the Data You Need to Succeed in the Digital Asset Class

Less than a decade ago, virtually no financial professionals had heard of the term "blockchain", with the technology confined to the domain of Bitcoin and its cypherpunks.

This eBook explores why you need digital asset data, the challenges with accessing it, how to overcome them to gain an advantage in the crypto economy, and more.



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VIEWS
18,786

CLICK-THROUGH RATE
1.2%

FORM VIEWS
226

FORM CONVERSION RATE
69.03%

SUBMISSIONS
156

Submissions by source

Date range: All time

SOURCE	VIEWS [▲] _▼	SUBMISSIONS [▲] _▼	CONVERSION RATE [▲] _▼
Organic search	8,239	61	0.74%
Direct traffic	7,299	75	1.03%
Referrals	2,148	12	0.56%
Organic social	750	7	0.93%
Email marketing	174	-	0%
Other campaigns	149	-	0%
Paid search	24	-	0%
Paid social	3	1	33.33%
Offline sources	-	-	0%

Paid Advertising



Amberdata

Promoted

Learn how to overcome the difficulties of accessing the data you need to be successful in crypto, DeFi, NFTs and other emerging digital assets.



THE DIGITAL ASSET DATA GUIDE FOR FINANCIAL PROFESSIONALS

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Click here to download the guide!

go.amberdata.io

 **Download**

Paid campaigns ran on LinkedIn from 2/22 to 5/23 leveraging Lead Generation ad functionality.

Combined stats:

REDACTED

Retargeting

Retargeting ads were used via Adroll to push the open website pillar page for the DAG to reinforce Amberdata's legitimacy and brand with prospects. And provide a solid piece of content with which to educate themselves. These ads appear all over the internet in various formats including mobile optimized, pointing to the Amberdata website pillar page for this ebook.

<https://www.amberdata.io/the-digital-asset-data-guide-for-finanical-professionals>



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