

# KEOMarketing

# CASE



# STUDY



Expanding Brand Visibility and Increasing Qualified Sales Leads while Maintaining Optimal Marketing Spend



SEARCH - MARKETING - SOCIAL - MOBILE - ADVERTISING



## Global Data Center Provider, CyrusOne, Relies on KEO Marketing's Business-to-Business Inbound Marketing Solutions to Boost Sales Performance

### Highlights

- 320% increase in average monthly visits from natural search
- 171% increase in total lead contacts
- 118% increase in natural search conversion rates
- 58% reduction in cost per lead
- National and local campaign recognition including the Gold Stevie® Award for "Marketing Campaign of the Year" from the American Business Awards, Gold Tower Award from the Business Marketing Association Chicago, and "2013 Marketer of the Year" Award from the Business Marketing Association Phoenix.

### The Company

CyrusOne (NASDAQ: CONE) specializes in highly reliable enterprise data center services and colocation solutions. The company's mission-critical data center facilities protect and ensure the continued operation of IT infrastructure for more than 655 customers, including nine of the Fortune 20 and more than 140 of the Fortune 1000 or equivalent-sized companies. With 25 carrier-neutral data centers across the United States, Europe and Asia, CyrusOne offers the flexibility, reliability, scalability and security required to meet each customer's specific requirements.

In January 2013, CyrusOne completed a successful Initial Public Offering (IPO). Raising \$313.5 million in the IPO, CyrusOne is using the proceeds to fund the company's aggressive growth initiatives.

In May 2013, the company launched an industry-leading platform called the CyrusOne National Internet Exchange (IX). The CyrusOne IX delivers high-performance, low-cost interconnection across states and between metro-enabled sites within the company's facility footprint and beyond.



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### The Challenge

#### Brand Visibility, Lead Generation

CyrusOne entered a rapid growth phase following its IPO. To support several new data centers around the U.S. and Europe, the company needed to continue to expand its brand visibility and generate a significant increase in the number of quality leads. These activities had to produce new customers and revenues quickly. However, CyrusOne's marketing expenditures were to remain within a reasonable range to ensure solid financial results.



We build and operate some of the largest and most innovative multi-tenant data centers in the industry. We needed to find new ways to take our message and our solutions to our target market. We needed to inform our prospective customers that our enterprise data centers provide flexible and innovative solutions that are designed firms wanting to outsource their critical IT infrastructure services. We needed to do that quickly and in a cost effective way. KEO Marketing was the right partner to accomplish those goals."



- Scott Brueggeman, CMO,  
CyrusOne Data Centers

To accomplish these goals, CyrusOne planned to further differentiate itself and convey how its colocation solutions best fit Fortune 1000 companies. CyrusOne was innovating in the marketplace and needed to effectively tell a story that would resonate with senior Information Technology professionals.

### The Strategy

#### Integrated Marketing Plan

CyrusOne selected KEO Marketing's business-to-business (B2B) inbound marketing solutions to expand visibility and deliver the greatest number of qualified sales leads at the most economical cost. Starting in mid-2012, KEO Marketing created an integrated marketing plan for CyrusOne that included content development and marketing, lead nurturing, search engine optimization (SEO), pay-per-click (PPC) and display advertising management, out of home advertising, and web development and design.

With these services, KEO Marketing could deliver a cost-effective solution quickly that would drive more qualified visitors to the website. Lead information was captured and tracked through lead generation forms, live chat and phone call tracking.

In addition, KEO Marketing was enlisted to help launch CyrusOne's new National Internet Exchange (IX) solution in May 2013. KEO Marketing knew the best way to launch this product to a senior level information technology audience was also to leverage a comprehensive integrated marketing campaign. The effort powerfully told the story about how this revolutionary new technology transforms an enterprise's ability to connect its business users and customers in real-time.



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The overall campaign strategy was focused on attracting customers that have not historically outsourced their data center needs. CyrusOne believed its capabilities and reputation for serving the needs of large enterprises would continue to enable the company to capitalize on the growing demand for outsourced data center facilities.



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### The Solution

KEO Marketing worked with CyrusOne to develop successful marketing and messaging strategies through the IPO and the company's incredible growth. Specifically, KEO Marketing's integrated marketing plan included lead nurturing, search engine optimization (SEO), pay-per-click (PPC) and display advertising management, and web development and design. KEO Marketing also designed an integrated plan for the CyrusOne National Internet Exchange product launch.

**Lead Nurturing** - The process of building relationships with prospective and existing customers by initiating and maintaining consistent communication until they are ready to buy.

KEO Marketing implemented a multi-segmented lead nurturing campaign that targeted key decision makers across the Fortune 1000. Strong thought-leadership content, including white papers, executive reports and case studies, was developed and sent via email to entice prospects to visit a landing page on the CyrusOne website. Web traffic and lead volume increased as a result of the lead nurturing program.

The complete solution included:

- Lead nurturing strategy
- Email marketing strategy
- List management
- Content development
- Landing page development
- Strategic targeting for specific markets and channels
- Tracking, analytics and reporting

**Search Engine Optimization** - The process of improving a website's visibility via "natural" or "organic" search results. Search engines such as Google and Bing have developed algorithms to

determine how websites should rank for user keyword queries. Through proven online marketing strategy and SEO best practices, KEO Marketing ensures clients rank in top positions for the most important keywords that drive leads.

After reviewing CyrusOne's existing website, KEO Marketing recommended several improvements. Developing stronger messaging, more prominent calls to action and optimizing each web page for vital keyword phrases would all help to increase CyrusOne's online visibility and conversions. In addition, KEO Marketing created an ongoing promotion plan that included publishing unique, relevant content to drive valuable backlinks to the website.

KEO Marketing continues to monitor and improve CyrusOne's search engine rankings for essential industry, business-related and geo-targeted keyword phrases. The solution includes:

- SEO strategy
- In-depth site audit
- Competitor research
- Extensive keyword research
- Content development, including thought leadership white papers, webinars, videos, articles, blogs and social media
- On-page optimization
- Geo-targeting for specific markets
- Off-page promotion, including content marketing, local search, social media and link building

**PPC and Display Advertising Management** - Involves purchasing ads on search engines and content publishers such as Google AdWords, Bing Ads, LinkedIn and other technology industry sites.



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After determining the monthly budget for the campaign, which included a target “CPL,” or “Cost Per Lead,” KEO Marketing developed a plan to extend CyrusOne’s reach. Because the vast majority of web traffic is directed by search engines like Google and Bing, KEO Marketing focused efforts on driving traffic from those two sources. Over time, and as the monthly budget expanded, other search engines and display advertising sites were targeted.

CyrusOne’s PPC campaign is continuously managed and monitored by KEO Marketing’s team of Google Adwords Certified experts.

The solution also included:

- PPC and display advertising strategy
- Competitor research
- Extensive keyword research
- PPC Campaign setup
- Display advertising creative
- Ad copy development
- Landing page deployment and testing
- Quality score and performance audits
- Bid management and optimization
- Analytics

**Web Design & Development** - More than just code, design and navigation, successful website development helps businesses gain traction with search engines and generate valuable leads. Web developers must find the balance between building an appealing site that users can navigate easily and building a site that is attractive to search engines. They must also design a site that can be accessed on a variety of devices.

To improve functionality and lead generation, KEO Marketing provided a complete overhaul to the CyrusOne website design. In addition, KEO Marketing’s team of design and technical experts continually maintains the website.

While the previous CyrusOne website was well-designed, it was not easily accessible to mobile users. With more than half of all searches and more than 60% of email opens happening on mobile devices, KEO Marketing redesigned the CyrusOne website and email marketing templates to automatically and responsively change to fit the user’s device. The new design improved site usability across any device and implemented strong calls to action that engage visitors.



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The solution included:

- Mobile responsive website design and development
- Mobile responsive landing page development
- Mobile responsive email templates
- Creative development
- Website usability
- Competitor research
- Site structure review and SEO platform optimization
- Call to action improvement
- Live Chat and call tracking implementation
- Google Analytics, Google Webmaster and Bing Webmaster code implementation and monitoring
- HTML user sitemap and search engine XML sitemap development and submission

**Product Launch of Industry-Leading Platform** - As part of the larger integrated marketing program, KEO Marketing developed and launched an integrated marketing campaign for the new CyrusOne National Internet Exchange (IX). The National IX delivers interconnection across states and between metro-enabled sites, as well as enables high-performance, low-cost data transfer and accessibility for CyrusOne customers.

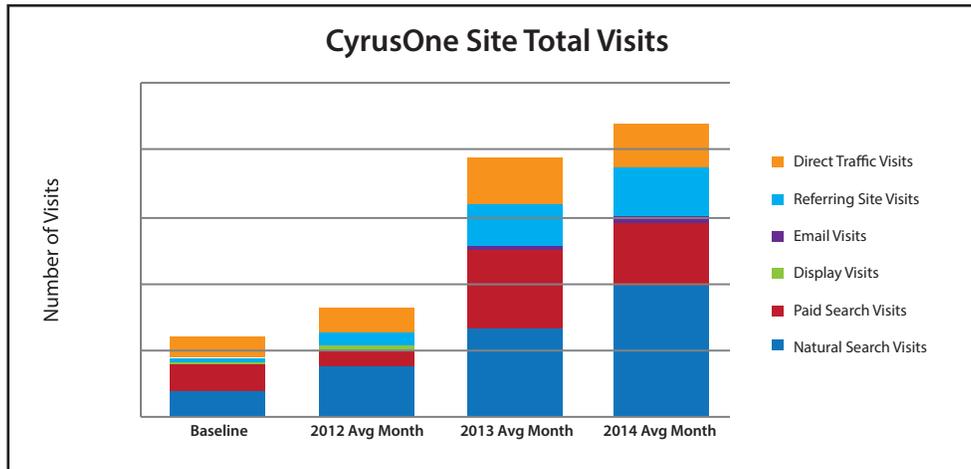
KEO Marketing's campaign was designed to drive both increased visibility and new leads. Specific components were managed over a two-month period and included:

- Customized web pages and landing pages
- Custom campaigns for search engine optimization
- Videos of executives educating customers
- A webinar featuring a CyrusOne executive and a customer
- Offline seminars at CyrusOne data center locations
- An industry white paper
- Press releases featuring the product launch
- Blog and social media posts
- Thought leadership article and presentation syndication
- Email lead nurturing sequence
- Pay-per-click advertising, remarketing ads and online display ads

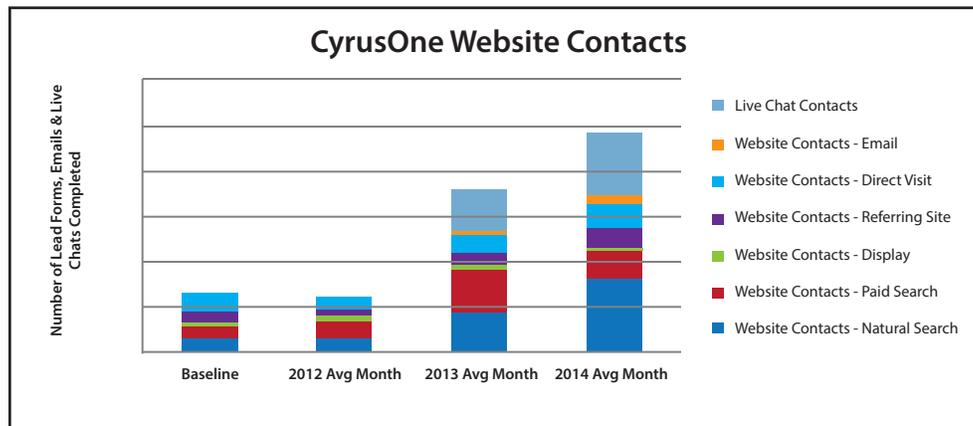
## The Results

Consistent and Measurable Results for Award-Winning Campaigns - After one year, CyrusOne experienced measurable results in increased traffic, increased natural search visibility and rankings, increased leads and higher conversions with reduced costs. Specific performance metrics include:

**Increased Traffic** - As a result of the integrated marketing campaign, all traffic sources increased, including a 320% increase in average monthly visits from natural search. In 2014, average monthly traffic was up 265% from the campaign's inception.

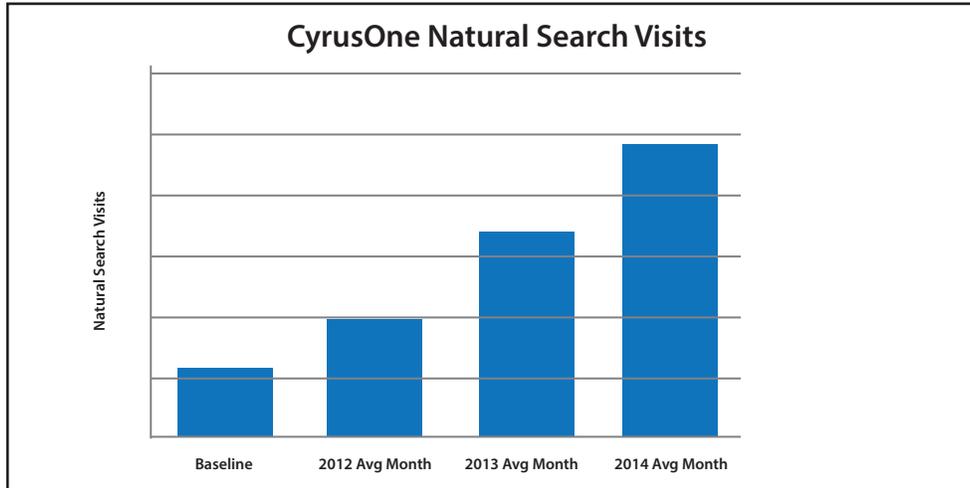


**Increased Leads** - Total lead contacts directly from the website increased 171% in 2014 compared to campaign start. Much of the growth can be attributed to natural search, which is up 551% from the baseline. Following a website redesign with improved calls to action, natural search conversion rates increased by 118%.

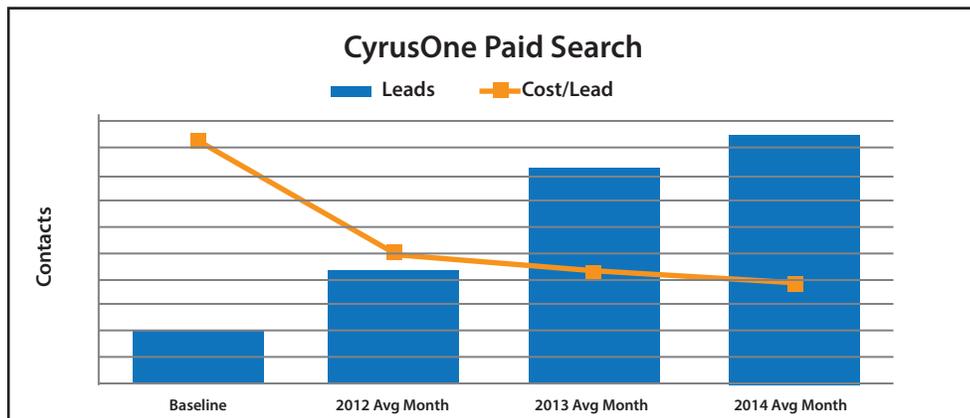


## The Results (continued)

**Increased Natural Search Visibility and Rankings** - Natural Search traffic has increased each year, between 40-70% on average each month. In 2014, natural search traffic was up 320% from the campaign's inception.



**Higher Conversions with Reduced Costs** - Campaign optimization caused the CPL (Cost Per Lead) to decrease every year, allowing for increased budget and lead volume. In 2014, monthly leads from paid search were up 353% from baseline. This increase resulted in part from an increase in budget, but also a 58% reduction in CPL.



**Successful Product Launch** - The launch of the new CyrusOne National IX resulted in a 17% increase in new enterprise-level leads and more than 160 new qualified enterprise-level leads. In the fourth quarter of 2013 following the product launch campaign, 85% of new CyrusOne customer leases included the National IX.

## The Results (continued)

- **Campaign Recognition** - The impressive results from the integrated marketing campaigns lead to several national and local industry awards for CyrusOne and KEO Marketing, including:
  - **Gold Stevie® Award from the American Business Awards** - In September 2014, CyrusOne received the National Gold Stevie® for “Marketing Campaign of the Year” in the Internet/ Telecom category. CyrusOne was recognized for the integrated marketing campaign developed in partnership with KEO Marketing. The American Business Awards received more than 3,300 nominations in a wide range of categories in 2014.
  - **Gold Tower Award from the Business Marketing Association (BMA) Chicago** - KEO Marketing earned a prestigious honor on behalf of CyrusOne in October 2014. The Tower Awards spotlight exceptional business-to-business marketing campaigns. The organization recognized KEO Marketing’s accomplishments in achieving excellence in search engine marketing as illustrated by its work with CyrusOne.
  - **“2013 Marketer of the Year” Award in the “B2B Marketing Campaign of the Year” Category from the Business Marketing Association Phoenix** - CyrusOne and KEO Marketing received the award for the standout impact of the B2B campaign. The fully integrated marketing campaign successfully expanded online visibility for prospective CyrusOne customers and delivered the highest number of qualified sales leads within a targeted cost of acquisition.

