Jolera
CASE STUDY

Jolera, a multinational technology hybrid service provider specializing in IT solutions, aimed to increase brand visibility and establish itself as a leader in cybersecurity. The challenge was to effectively engage business owners and key technology decision-makers. They partnered with Postmedia to reach this target audience and position themselves as industry innovators.

STRATEGY

Postmedia launched an innovative campaign, spotlighting high-impact point of entry display and engaging sponsored content to amplify Jolera's industry-leading position.

High-Impact Digital Advertising

- **Point of Entry (POE)** – 100% share of voice on digital sub-channels, including the Financial Post Innovation section, using tactics like resource centers and content modules to align with Jolera's brand.

Other Key Solutions

- **Sponsored Content:** Positioned Jolera as a leader in the cybersecurity space but also engaged the target audience with valuable content.

- **Programmatic Display:** Delivered targeted programmatic ads across the Postmedia Network to drive visibility among technology decision-makers.

> " *The early response has been unbelievable and it's coming from the demographic we want and need - business decision makers. Thank you, Postmedia, for helping drive our success!* "
>
> *Chris Black, Chief Revenue Officer*

RESULTS

The campaign delivered over 8.5 million digital impressions, with more than 1.4 million from POE, achieving 5x the average CTR. The content also performed exceptionally well, with a 3x higher CTR and 3:19 minutes of engagement. Programmatic ads helped boost visibility, strengthening the high-impact strategy.

8.5M+
DIGITAL IMPRESSIONS

1.4M+
POE IMPRESSIONS
5x higher CTR on POE

7K+
TOTAL PAGE VIEWS CONTENT
7x Industry Benchmark 1K

3:19min
TIME SPENT ON CONTENT
1.45x Industry Benchmark 2.2 min

4.8M+
PROGRAMMATIC IMPRESSIONS

3X
HIGHER CTR ON BRANDSELL

P POSTMEDIA

50% Higher clickthrough rates on native advertising drivers helping increase brand awareness and drive sales by reaching key decision makers looking to grow and strengthen their IT infrastructure

AWARENESS

ENGAGEMENT

CONVERSION