



# How Cenareo delivered results through a brand to demand strategy

**Cenareo** provides a digital signage solution designed to communicate with an unlimited number of screens in real-time. They created a market-leading SaaS platform which allows brands to show any type of contextualised dynamic content, transforming their digital screens into a potent communication tool.

## Challenge

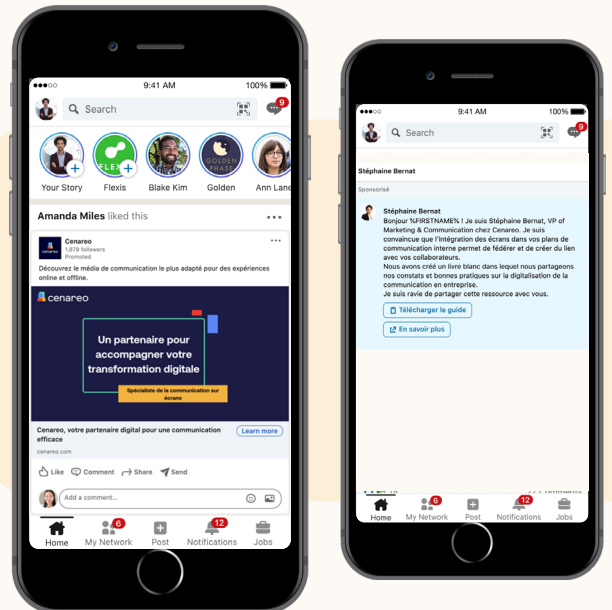
With many stores closed during the pandemic, Cenareo shifted their acquisition strategy on **helping Corporate Comms & HR departments leverage their solutions to keep their employees protected and informed**. In light of the new strategy, they had to generate awareness with a new audience, educate and nurture them, and ultimately generate leads.

## Solution

The team implemented a strategic two-pronged approach. They used **Conversation Ads** to learn more about their audience's intentions and behaviour while providing a personalized experience for every prospect. Each message had 2 call-to-actions so that prospects could get the information they needed, wherever they were in the buyer's journey. More specifically, they offered a case study and solution guide, and product demo. In parallel, they ran **Single Image and Video Ads** to continue nurturing their audience and build brand awareness and loyalty.

## Results

With this full-funnel approach, Cenareo beat all LinkedIn benchmarks, generating **over 500 leads in just one month**. These leads also proved to be high-quality as they drove an estimated pipeline around 180K EUR.



“We decided to use a multi-product approach, activating awareness and conversion campaigns to help customers accelerate the customer's journey. This created a great experience for our target audience, and helped us spread the right message to the right person at the right time.”



**Lucie Victor**  
Lead Gen &  
CRM Manager

