



## Case Study



# Sales Conversion Boost for Innovative Digital Transformation Platform

Tr3Dent, a provider of an intuitive, strategic planning platform for business and digital transformation, engaged Gabriel Marketing Group to develop a digital marketing and public relations strategy to elevate awareness, attract free-trial users and engage leads at critical points of the marketing funnel to accelerate Tr3Dent's sales cycle.

**340+**  
webinar  
conversions

**\$330K**  
in advertising  
equivalency

Learn how Gabriel Marketing Group executed its integrated campaign and optimized the company's marketing automation and CRM platforms, dramatically improved Tr3Dent's conversion rates of leads to paying customers and successfully increased Tr3Dent's public profile.

# About Tr3Dent

Since 2014, Galway, Ireland-based Tr3Dent has worked with large enterprises across four continents to help them develop their digital transformation strategies.

Tr3Dent's Transformation Accelerator is a business ecosystem modeling platform for strategically managing the life cycle of complex processes and networks of partnerships that deliver collaborative tools and innovative digital services in real time.

In addition to its platform, Tr3Dent's training programs and services ensure that business teams understand the fundamentals of enterprise ecosystems and how to use the Transformation Accelerator platform effectively and efficiently.

Leadership team with  
a collective **45 years of  
experience**

Notable clients include  
**British Telecom, Oracle,  
Ericsson and Nokia**

**Gold Globee®  
Award Winner**  
at the 17th Annual  
2022 IT World Awards

**2022 CODiE  
Finalist for Excellence**  
in Business Technology,  
Software & Information  
Industry Association  
(SIAA)

**2022 The SaaS Awards**  
Shortlist



# Objectives

Specifically targeting the North American market, Tr3Dent sought to:

- Drive registration of their webinars and attract free trial users at a significantly higher rate than previous marketing efforts
- Develop a comprehensive lead generation funnel that integrated with their HubSpot platform, which would bridge the gap between the initiation of a free trial and the successful signing on of a new customer
- Increase its public profile in industry trade publications and among industry analysts to drive credibility and thought leadership in support of its ambitious growth goals



# Challenges

Tr3Dent did not have a digital advertising program. While there was an immediate need to drive webinar registration, Tr3Dent ultimately sought to boost its brand awareness that would increase inquiries about its product. With optimizations to Tr3Dent's marketing automation and CRM system, prospects would be more efficiently moved through the marketing funnel, accelerating the sales cycle.



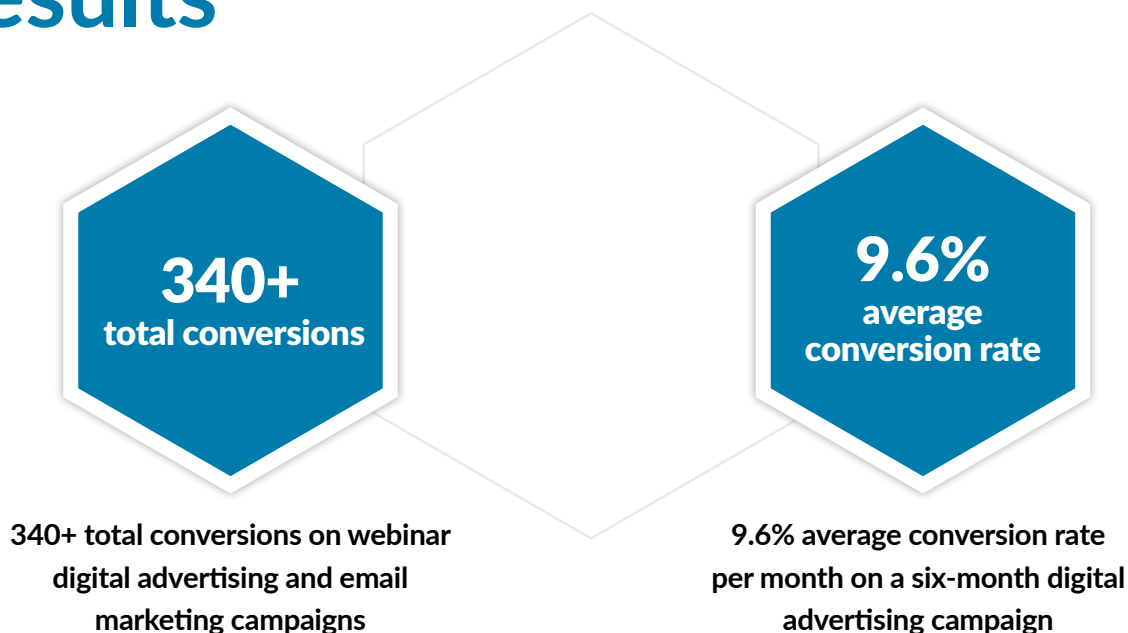
# Strategic Solution

GMG implemented a highly targeted and measurable paid media and email marketing strategy, including a two-month digital ad campaign on Google and LinkedIn in Europe and North America focused on promoting Tr3Dent's upcoming webinars. GMG also designed a broader six-month campaign to elevate brand awareness and drive prospects into the marketing funnel, supported by the creation and design of digital ads, email and e-newsletter templates, landing pages and an infographic.

By integrating key engagement points on Tr3Dent's platform with contact-level properties in HubSpot, GMG enabled the sending of customized, automated email communications to prospects based on leading behaviors indicating interest. The HubSpot integration provided additional touch points in the marketing funnel for Tr3Dent users who may have shown initial interest in making a purchase but stopped engaging for some reason.

GMG also worked to elevate Tr3Dent's share of voice in the business and digital transformation space. By creating compelling messages and differentiating narratives, GMG established Tr3Dent as a go-to resource on ecosystem planning and partner collaboration, elevated Tr3Dent's experts as active thought leaders in business transformation and created recognition and credibility for its unique, innovative product.

## Results





The quality, relevance and frequency dramatically increased Tr3Dent's conversion rate from free trial user to paying customer



In 2021 and 2022, GMG secured media coverage of more than 200 million impressions totaling more than \$330,000 in advertising equivalency and \$1.2 million in PR value, as well as 14 briefings with top industry analyst firms, including Gartner, Forrester, Deloitte and 451 Research

## About Gabriel Marketing Group



Marketing | Advertising | PR

Gabriel Marketing Group (GMG) is the industry's leading public relations and marketing agency for high-growth organizations, uniting changemakers with dynamic opportunities to disrupt the status quo. Offering a full spectrum of PR and marketing services required for rapid and long-term growth – from go-to market strategy to media relations to demand generation, digital marketing automation and content development – GMG has successfully partnered with more than 300 growth-oriented clients since 2011 and earned more than 90 industry awards of excellence for its work. GMG is a Certified HubSpot Gold agency partner and a member of Eurocom Worldwide, the global PR network for B2B and technology.

## Awards



HubSpot Gold Certified Member



Hermes Creative Award



AVA Digital Award



MarCom Awards: Platinum and Gold

**Want to discover how GMG can help you convert leads to paying customers?**

**Request a Consultation**

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