BetterWork Media Group
Better workplaces, better lives.

Case Study

High-Impact Integrated Campaign with Custom Webinar Series

Contact:
Grant Gurewitz
Qualtrics
Senior Growth Marketing Manager,Employee Experience

Website:
qualtrics.com

Industry:
Software; Employee Experience

Employee Count:
1,001-5,000

qualtrics XM

About Qualtrics
Qualtrics Experience Management (XM) is the only software platform that helps brands continually assess the quality of their four core experiences — customers, employees, products and brands. With Qualtrics XM, organizations can be at every meaningful touchpoint, for every experience, and predict which changes will resonate most with stakeholders.

"BMG is a personal, human team that's flexible and drives the results we're looking for. They are very willing to listen to our goals, and they are able to tailor something we're looking for as opposed to just naming off five options. It takes a human and personal touch to work on something like this, and I enjoy co-creating with them as opposed to ordering off a menu."

- Grant Gurewitz,
Senior Growth Marketing Manager,
Employee Experience
Qualtrics

What stood out to me about BMG was the people — the team across the board. They've been so great to work with. They've been amazing communicators —, they're great at getting back to us and providing numbers after the campaigns. We feel brought along at every step of the journey. I recommend them to my colleagues.

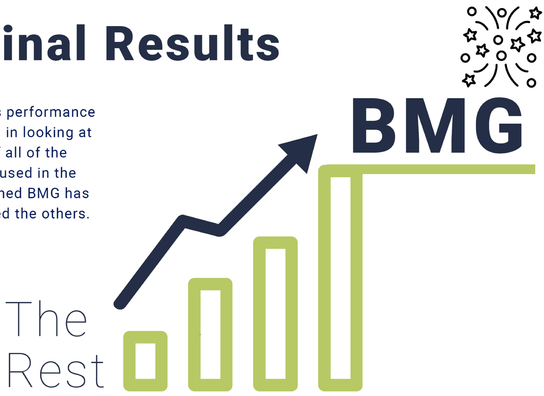
- Grant Gurewitz,
Senior Growth Marketing Manager,
Employee Experience
Qualtrics

Strategy Goals Results

Qualtrics actively works to connect with HR professionals, especially at times of product launch campaigns or similar when they look to bolster attention and energy. Knowing webcasts have been great for driving high levels of engagement, Qualtrics partnered with BMG (Talent Management) to execute co-branded webinars, a custom microsite to host Qualtrics' assets and supportive email marketing, which proved to be highly effective at driving engagement with its website.

The Final Results

Qualtrics measures performance via its pipeline, and in looking at the performance of all of the third parties it has used in the past year, it confirmed BMG has by far out performed the others.



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