

Arcos: Increasing Market Visibility Through a Connected Multi-Channel Marketing Strategy

Arcos partnered with EndeavorB2B on a connected campaign that combined third-party email, audience extension, webinars, and Personif.ai. Each piece played a clear role, creating a unified strategy for visibility, engagement, and measurable response.

CLIENT OBJECTIVES

01 Increase Brand Awareness

Expand visibility and reach among target utility and infrastructure professionals throughout the buying journey.

02 Generate High-Quality Demand

Engage prospective buyers with content experiences that drive lead generation.

03 Build Thought Leadership

Strengthen Arcos' market position in a way that keeps prospects engaged and nurtured over time.

PROGRAM STRUCTURE

Arcos deployed an always-on demand generation strategy that guided buyers from awareness to engagement and lead generation.



Audience selection

First-party data, behavioral insights, and data partners reached the right buying teams.



Build awareness

Third-party email and audience extension expanded market visibility and reinforced messaging.



Nurture engagement

Personif.ai kept prospects engaged with personalized content.



Generate demand

Educational webinars converted engaged audiences into qualified leads.

EARLY CAMPAIGN AT A GLANCE

54,553

Audience-extension impressions delivered

405

Audience-extension clicks generated

0.74%

Audience-extension click-through rate

2.42%

Third-party email click-to-open rate

494

Total webinar registrants across the program

Personif.ai

96,303

Total views

2,590

Total clicks

2.69%

Overall CTR

45.13%

Email open rate

WHY IT WORKED

BALANCED APPROACH

The campaign balanced awareness, engagement, and lead gen rather than focusing on a single outcome.

01

THE RIGHT BUYERS

With audience intelligence and behavioral insights, Arcos reached qualified buyers, driving higher webinar registrations, engagement, and MQLs.

02

PERSONALIZED CONTENT

Like Amazon's recommendation engine, Personif.ai served relevant content based on user behavior in real time to drive active buyers.

03