



# PUTTING CDW AND DELL ON CLOUD NINE SENDING RESULTS SKY HIGH

Highly targeted marketing with an estimated **445% ROI**

## The big picture

For over two decades, CDW and Dell have built a powerful partnership delivering innovative infrastructure to businesses worldwide. But they needed help generating large-scale recognition for their joint cloud infrastructure offering, and turned to Right on the Line.



We got to work designing an eye-catching, data-driven campaign that highlighted the benefits of CDW and Dell's offering—all underpinned by trackable, repeatable tactics to achieve measurable success.



## The challenge

Every multi-cloud and hybrid cloud is unique, and often complicated to manage. Showing UK prospects how CDW and Dell's joint infrastructure solution can optimise cloud environments of any shape, size or complexity was a total breeze.

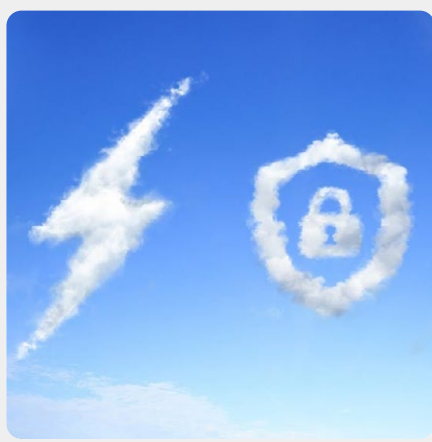
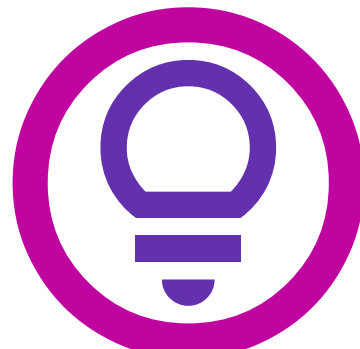
To help prospects see their cloud on their own terms, we shaped our overarching value proposition around a single question:

# "What does your cloud look like?"

## Our approach

We combined demand-gen principles with segmentation tactics to maximise impact. Deploying a strategic marketing mix of paid media, content syndication and email marketing ensured our content reached key decision-makers.

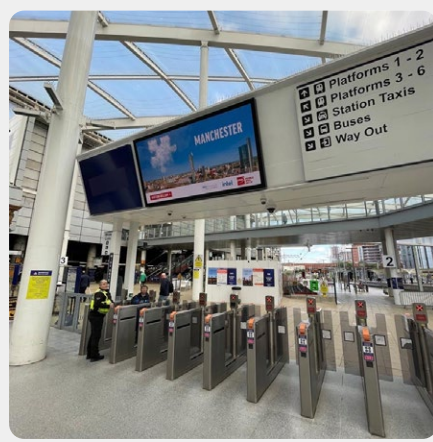
But we didn't stop there. We placed digital gateway ads at high-traffic areas in Manchester Victoria, London Bank and Birmingham New Street stations to amplify visibility. In tandem, we drove targeted awareness with an eBook and geo-personalised LinkedIn ads, designed to engage audiences in each city.



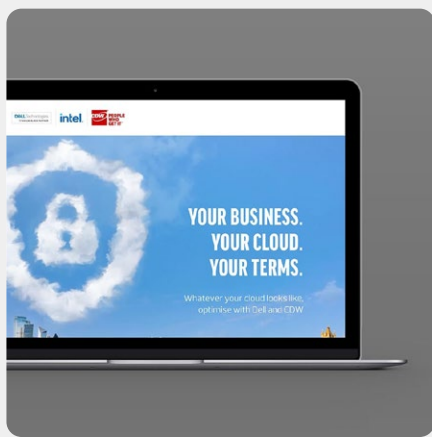
Hero image



Out of home graphics



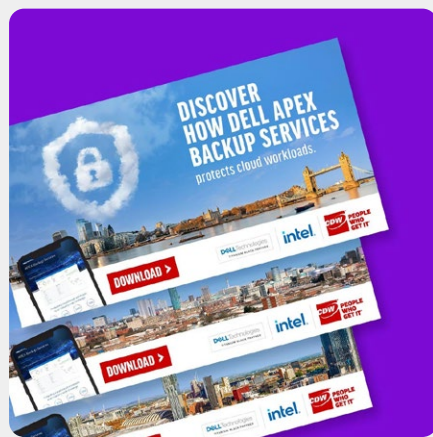
Out of home graphics



Landing page



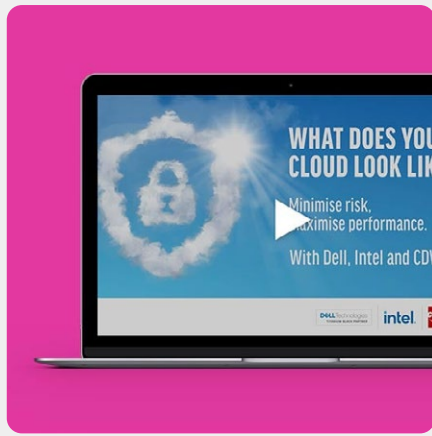
Case study



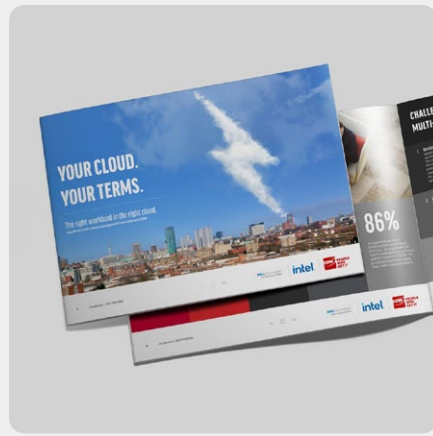
LinkedIn ad campaign



Sales enablement



Video

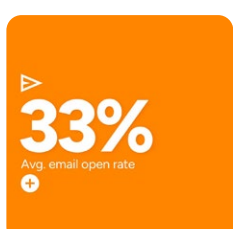


eBook

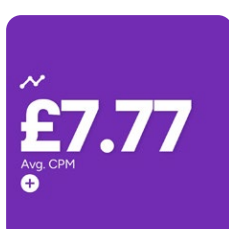
## The results

The campaign helped CDW and Dell achieve the large-scale recognition they wanted. Ongoing optimisation and performance monitoring enabled us to increase visibility and awareness at 77% below the budgeted cost.

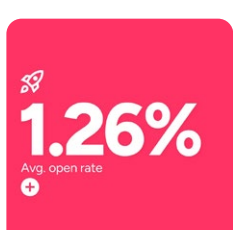
Our geo-targeted strategies gave us valuable insights into audience engagement. Email marketing performed 120% above industry benchmarks, and our content led to a 93% increase in click-through rates beyond typical performance metrics.



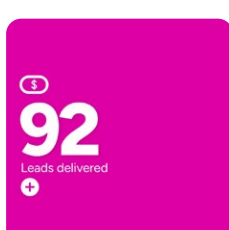
33% avg. email open rate  
(Industry Benchmark: 15.4%)



£7.77 avg. CPM  
(Industry Benchmark: £25.24)



1.26% avg. CTR  
(Industry Benchmark: 0.44 – 0.65%)



92 MQLs