

CASE STUDY

# ACHIEVING MEASURABLE RESULTS WITH VIDEO

CLIENT: RACKSPACE

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# DRIVING INTERACTIONS WITH VIDEO

Rackspace® (NYSE: RAX) deliver enterprise-level global hosting services, and serve more than 200,000 customers across 4 continents. The company approached Big Button to revolutionise their video production and distribution strategy, in order to deliver a greater return on their investment.

## RESULTS

- Over 2 million impressions for the films we created.
- Over 220,000 complete views of Customer Story videos.
- The ads have generated over 27,000 targeted clicks through to Rackspace landing pages.
- 'Cost per interaction' reduced by 75%
- The increased traffic has generated significant numbers of interactions, including tracked chats, calls and emails. A number of these interactions have led to new business.

Having generated an archive of strong content by investing in video over several years, Rackspace felt that they were not achieving the results that they'd expected. Most films had only several hundred views, and were producing very few tangible results for the business.

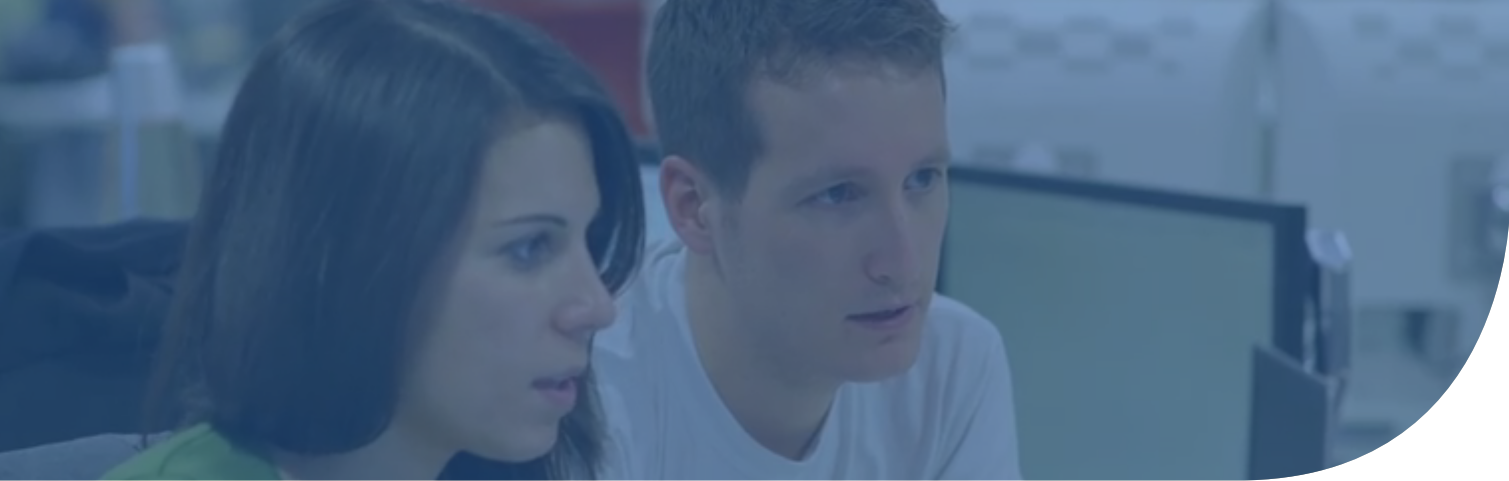
Our first activity was the development of a video strategy - looking at what Rackspace were really trying to achieve with video, gaining an understanding of their objectives, and, most importantly, their audience. This allowed us to put the right metrics in place to track results and success.

Auditing the YouTube channel, so that it was aligned with the overall strategy and ready for new content, was a sizeable task; some older content was updated and some removed altogether. The remaining videos were optimised, and we officially verified the channel with YouTube, to provide greater credibility and increased functionality.

The next stage was developing and implementing the content strategy, and it was felt that 'Customer Stories' - focused on Rackspace's many successful partnerships - would deliver the greatest return on investment. From our experience with YouTube's In-Stream ads we knew that 30 seconds was the magic number, so a change in approach was required - shooting and editing in new ways to ensure the content conveyed the messages quickly, kept the audience's attention, and encouraged them to click the carefully considered calls-to-action that we added.

"Even when a targeted viewer hasn't watched an entire video or clicked on the call-to-action, they have still seen at least 5 seconds of Rackspace branded content."

**SIMON CROFTS,**  
CLIENT SERVICES DIRECTOR, Big Button



Customer Story: Graze

“Big Button’s advice has been fundamental to our distribution tactics, and their work is central to the success of our marketing strategy — generating high engagement and promoting our brand.”

**RALPH GREENLAND,**  
SENIOR CONTENT MANAGER, Rackspace

We ran distribution pilot projects, ensuring the right people were given the opportunity to see the content. We then developed a distribution plan, with the films targeted on YouTube using key phrases, topics and demographics to ensure the ads were relevant to those to whom they were served.

The Big Button team worked closely with Rackspace to increase the number of customer interactions, modifying the content as the campaigns developed to ensure the *right* traffic was generated - and that it was directed to the *right* location.

Longer versions of the films are embedded on the Rackspace website using specialist enterprise video platform Buto, again with clear calls-to-action. These longer versions allow people to dig deeper if they wish, but in an *owned* environment safe from other advertisers.



Customer Story: ghd

We produce regular reports and constantly tweak targeting, content and landing pages to achieve the most efficient click-through rate.

The client has been extremely happy with the results so far, and our working relationship continues to thrive.

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