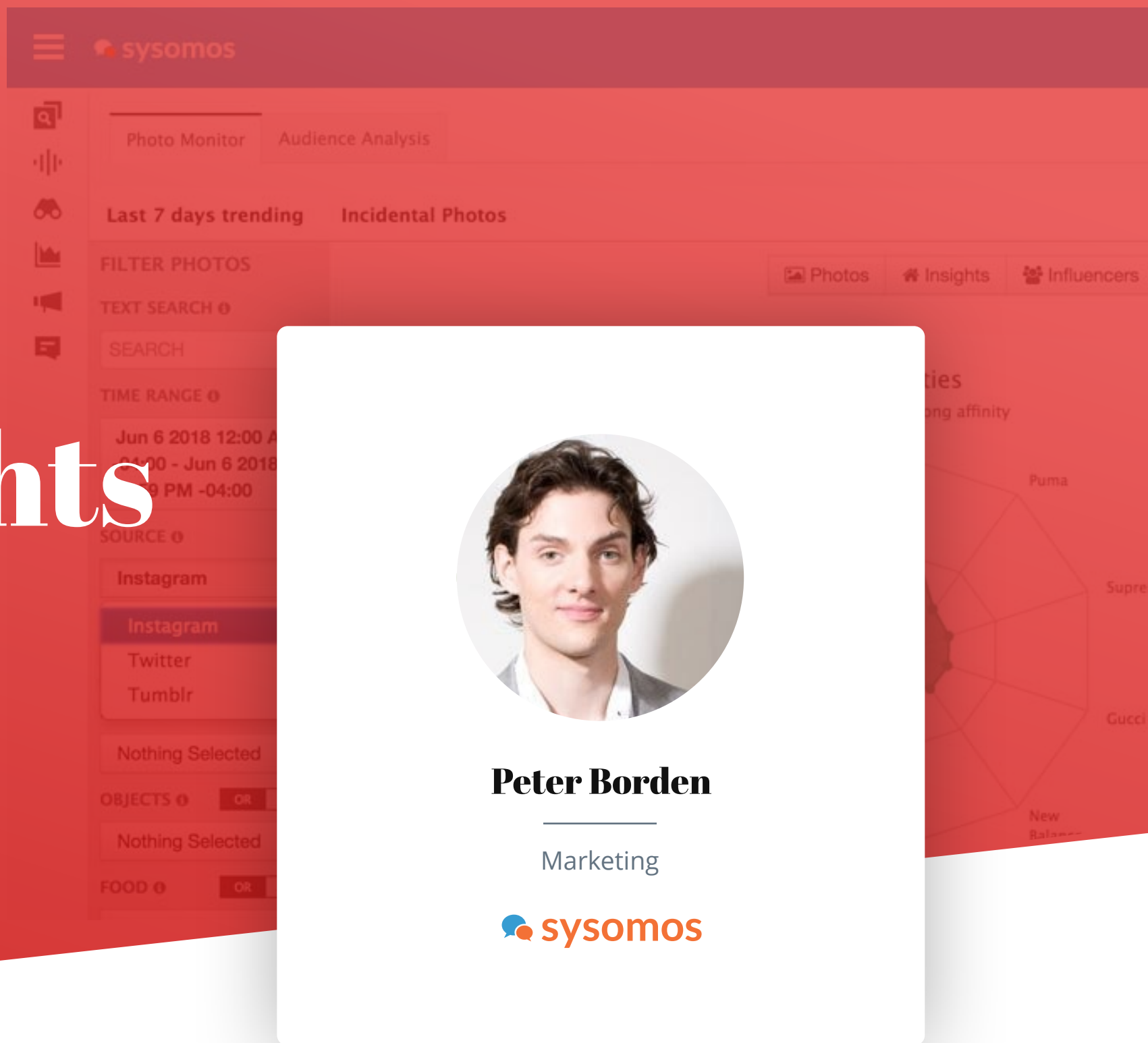


CASE STUDY

# Turning insights into action.

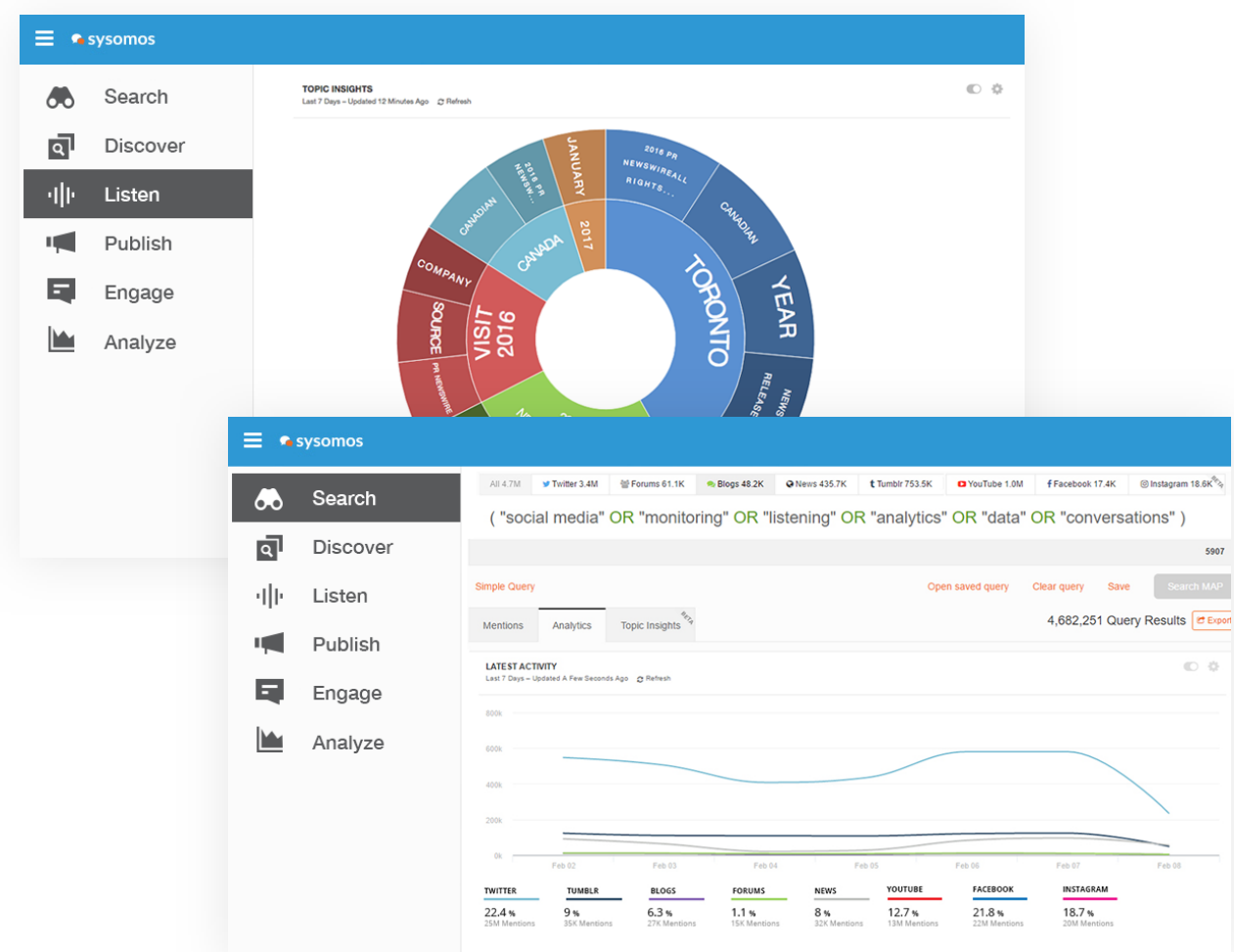


## About Sysomos

Making marketers more social.

Sysomos is a suite of tools designed to simplify social media marketing. With it, marketers can manage profiles, access in-depth analytics, and track brand impact across earned, paid, and owned media.

Sysomos is a favorite tool among tech-savvy marketers working in-house and with agencies. The company uses newsletter sponsorships to reach this target audience in a creative way.



“

In B2B, it's very hard to find channels that resonate with your intended prospect. You have to find the gems that have an engaged audience and an overlap. BuySellAds is a one-stop shop for channels I wouldn't have found otherwise.



**Peter Borden**  
Marketing at Sysomos

# The Results

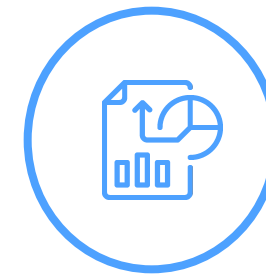
Sysomos engages with marketers through email sponsorships.

**1,000+**

NET NEW LEADS

Email

AD TYPE



Marketers

TARGET AUDIENCE

## Campaign Approach

Connecting with marketers alongside hand-picked content.

Marketers at Google, IBM, and other leading companies use Sysomos to level-up social media. These marketers are fluent in technology and immersed in the internet, constantly looking for trending stories and the next big thing.

To reach this target audience, Sysomos sponsors popular curation newsletters such as Pocket Hits. These sponsorships let Sysomos market in uncluttered environments, bypass ad blocker concerns, and reach marketers alongside content that they eagerly consume every day.

Through sponsored newsletter campaigns, Sysomos has generated thousands of net new leads.

**Pocket Hits**

Brought to you by: **sysomos**

SPONSORED


**The Smart Marketer's Guide to Social Media Management**

Master social media management with these 10 tips to help you build and maintain and engaged community on your social channels.

[Read Now >](#)

“

The channels that BuySellAds allows us to access are always very unique, things I wouldn't have come across otherwise, and usually very high ROI.

 **Peter Borden**  
Marketing at Sysomos