

IDC ACCELERATOR SUCCESS STORY

Brand Awareness

Challenge:

Syndio, an innovative Workplace Equity Analytics Platform in the HR tech space, partnered with IDC to increase growth.

One of their goals was to create integrated campaigns to raise awareness and increase organic website traffic and measurable ROI.

IDC Solution:

The client worked with one of IDC's analysts specializing in Human Capital Management and the Future of Work to create a compelling paper.

The asset explored a very current issue in workplace equity and gave deep insights into a hugely relevant topic.

Outcome:

Syndio created an integrated campaign around the paper. The asset was ungated and hosted on their website, where it resulted in a significant number of page views and a very low bounce rate, and drove clicks to other parts of the website. The campaign generated significant pipeline.

The client was very satisfied with the collaboration with the analyst and invited her to participate in one of their popular podcasts at a later stage. Syndio just renewed their partnership with IDC for another year.

“

I think the Accelerator Program is brilliant. It's coming at a good time, especially in the volatile world we live in. It gives tech startups a leg up against the competition. Tech startups can't do it alone.

”

Create Compelling Campaigns

Ready to create successful, measurable campaigns?

IDC's Accelerator Program can help

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