



The first-ever B2B case study on Twitter
Lead Gen Cards: 996% increase in leads.
500% decrease in cost. In just 4 weeks.
#SocialROI

Reply Delete Favorite More

Fact: B2B brands on Twitter drive 2x as many leads.

Get the Case Study

Share your name and email address with Webtrends

Elusive B2B Marketer
@NoFormsPlease
tw****@we****.com

View advertiser privacy policy

1,025
RETWEETS

813
FAVORITES



SOCIAL LEAD GENERATION, THE WEBTRENDS WAY

Lead Gen cards were introduced in August. Webtrends is the **first B2B company** to be featured by Twitter for the product.

Webtrends' Lead Gen cards delivered a **3x ROI** over campaigns on Facebook and LinkedIn.

Notice something different? Tweets used to be limited to 140 characters. Not anymore.

Fact: Tweets with pictures get 3-4x more clicks.

This is awesome. **No more landing page.** Just hit the button and get what you want, without ever leaving the tweet.

Goodbye, forms. Users so loved this simplified experience that engagement with follow-up offers spiked **200%**.

Cost per engagement dropped **300%** - as low as 70 cents!