

Evolutio boosts its IT positioning with a digital campaign that stands out

- ✓ Leading technology
- ✓ Winning strategy
- ✓ Content that connects

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THE
MARKETING
HUB

Evolutio, a leading integrator of cloud, cybersecurity, and business continuity solutions, entrusted us with the challenge of enhancing its positioning as a strategic IBM partner. Together, we designed and launched an ambitious, creative, and 100% results-oriented B2B digital demand generation campaign.

The focus: two critical solutions for today's IT ecosystem — **IBM FlashSystem**, focused on smart storage and disaster recovery, and **IBM Guardium**, for data protection and regulatory compliance.

Two strategic pillars, two distinct audiences... and one clear mission: **to make a real impact on decision-makers.**

From the start, we crafted tailored messaging for each audience.

Every creative asset and every message was designed to align with the real priorities and needs of technology decision-makers: CIOs, CTOs, heads of infrastructure, and IT operations. The content spoke directly to the audience, addressing their daily challenges and strategic goals.



The result?

A campaign that exceeded IT sector performance standards, generating a volume of engagement, clicks, and qualified leads well above the average — translating into **real opportunities** for Evolutio's sales team.

Thanks to a powerful mix of relevant content, precise segmentation, and continuous optimization, we achieved **results far above typical benchmarks** in the tech industry.

All key performance indicators and demand generation **metrics exceeded typical benchmarks** for B2B tech industry campaigns.

137M

qualified impressions
from strategic public and private sector profiles

+1,000

clicks and engagement rates **3x higher** than IT industry averages

0.80%

average CTR, doubling industry benchmarks

8%

interaction rate on **Google Ads**

21

qualified leads (MQLs)



A campaign built for success

Multichannel strategy

We combined the power of **LinkedIn Ads** — using multiple formats — and **Google Ads** to reach IT decision-makers wherever they're most active. This format mix ensured **brand visibility, impact, and performance**, maximizing reach and conversion.

Content that converts

We knew that to generate real interest and leads, we needed more than great visuals: we needed content that delivered value from the first click. That's why we developed two exclusive whitepapers — one for each solution — focused on our audience's daily challenges: how to ensure business continuity, protect critical data, and comply with increasingly demanding regulations.

From there, we built an entire ecosystem of assets designed to connect and convert:

- Dedicated landing pages guiding the user experience
- Messages tailored by industry and professional role
- Banners and ad copy focused on real needs
- Keyword research to attract qualified traffic
- In short, a content strategy designed to **attract, inform, and convert**
- And one key differentiator: **surgical segmentation**, something few agencies truly deliver
- **Continuous optimization**

Throughout the campaign, we applied an agile, data-driven optimization approach.

We fine-tuned creatives, refined segments, and boosted top-performing formats to amplify results.

A campaign built with brains, heart, and business focus

This campaign was much more than a tactical action — it was a demonstration of how B2B marketing, when powered by high-quality content and strong tech solutions, can open real doors for business.

Thanks to **Evolutio's vision**, **IBM's technology**, and **The Marketing Hub's expertise**, we achieved the hardest part: generating attention, interest, and leads in a highly competitive enterprise IT landscape.

Who's behind it?

Evolutio is the trusted tech partner for major organizations in Spain. Experts in transforming complex IT environments into agile, secure, and resilient solutions.

The Marketing Hub is a digital agency specialized in B2B marketing for tech companies. We combine strategy, creativity, and technology to help our clients capture the attention of the decision-makers who matter.

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