

Informa's Seatrade Maritime expands its customer base, product portfolio, and editorial insights with Bombora's Data Co-op

Seatrade Maritime is a global event, publication and media brand of Informa Markets, a B2B digital services provider and the world's leading exhibition organizer. Through over 450 international B2B brands, it provides opportunities to engage, experience, and do business via live and virtual experiences, specialist digital content, and actionable data solutions.

Challenge

It'd be difficult to find a business with more varied clients than Informa Markets. Since its launch in 2005, its platforms have delivered exhibitions, virtual events, online marketplaces, specialized content, and data services for varied industries – from beauty to construction.

Judging from its first-party data for niche publication *Seatrade Maritime*, the maritime and logistics vertical was ripe for expansion. But the marketing team needed deeper insights to improve its programmatic campaign performance and build a more robust pipeline of leads that were best suited for their publication.

“It was hard to make sense of our audiences,” said Dan Chapman, Group Content and Digital Marketing Manager. “Our goal was to confirm which maritime prospects were interested, and to what extent.”

To zero in on accounts with the highest propensity of conversion – and to be able to more strategically choose article topics that would resonate – *Seatrade Maritime* wanted to explore potential solutions which were powered by secure, reliable Intent data. But a complex legacy footprint made strong integration essential for any potential solution.

“We're a 50-year-old company, so we had four or so different technology migrations in the last decade alone,” remembered Chapman. “There was a lot of old legacy data to sort through and not many insights that were still relevant.”

Chapman and team also wondered if the right provider could enable new commercial product offerings to maritime businesses, who are historically late adopters of new tech and programmatic strategies.

Some questions the Informa team was asked included:

- Can Intent data significantly improve our maritime lead targeting?
- How on point – or off the mark – is our editorial and account-based marketing (ABM) messaging?
- Would new commercial offerings to maritime companies be possible with Intent data?

“We were seeing 3.3% click-through rates for these clients. Bombora's Data Co-op was the driving force for their campaigns' success.”

-Dan Chapman

Group Content and Digital
Marketing Manager at
Seatrade Maritime

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Solution

Chapman and the *Seatrade Maritime* team discovered that Bombora was the Intent data provider best equipped to help them achieve their goals.

“Immediately on that initial discovery call with Bombora, we could see the benefits,” Chapman said, “both for our programmatic marketing campaigns and the opportunity to package the capabilities to the ‘old-school’ maritime sector market.”

Seatrade Maritime enrolled in Bombora’s Data Co-op, gaining access to the most comprehensive, privacy-compliant Data Co-op in the industry. The Co-op powers Company Surge® and Bombora’s Planning & Measurement Suite provides easy criteria-based monitoring and actionable insights into leads’ buying readiness. Publishers are able to benefit from data visualization and audience identification.

“With the scoring model, we could finally prioritize who we reached with our programmatic ad campaigns, which get expensive quickly,” Chapman said, “and our ABM would reach more leads with actual intent to buy – more people worthy of our marketing budget.”

In addition to ‘data-driven’ account targeting, Chapman and team used Bombora’s Co-op insights for its content marketing strategy, specifically to gauge the resonance of articles with readers.

“On *Seatrade Maritime*, we have different categories and topics, and we pooled all of those to upload them into the topic taxonomy,” Chapman said. “We were then able to monitor our first-party data of site visitors and check that against the wider pool of Bombora’s audience data, so we could migrate them to the news website based on the topics they showed interest in.”

Bombora’s attentive customer success team was a valuable partner throughout deployment, right from the seamless integration with *Seatrade Maritime*’s existing tech stack. Their hands-on, consultative approach helped Chapman feel comfortable offering Intent data services to customers.

“We spent quite a bit of time educating and onboarding our clients on Intent and the programmatic world, so we repurposed some of the collateral Bombora gave us to match our terminology,” Chapman said. “The team answered any questions promptly – in every instance.”

Results

Bombora’s Data Co-op and Company Surge® gave *Seatrade Maritime* substantial time savings, higher campaign ROI, and a shorter average time to close. The niche publication was able to know exactly how many contacts a programmatic ad approach could reach – and if it was worth it.

“Bombora’s Intent data allows us to create our own segments, rather than trusting an agency using various data services,” Chapman said. “Our team’s time is better spent because we have the confidence that the audience we’re selecting is the one we *actually* want to reach.”

These benefits extended to *Seatrade Maritime*’s editorial strategy, which was vital to its inbound marketing strategy.

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“We’d always thought that digitalization was really cool and people loved that topic,” Chapman recalled, “but Bombora’s data proved it was *regulation* they were interested in, so we could pivot messaging and content production toward that.”

The immediate gains due to Bombora’s Intent data enabled *Seatrade Maritime* to fast-track the launch of three white-label commercial products for clients:

- **AdPoint Retarget** – Businesses get more accurate retargeting results using *Seatrade Maritime*’s first-party data or insights from Company Surge® dashboards.
- **AdPoint Intent** – *Seatrade Maritime* takes a broader pool of first-party data from across publishing and events to define an audience to reach, then consults on requirements and topic clusters.
- **AdPoint ABM** – Rather than using *Seatrade Maritime*’s first-party data, advertising clients and partners provide their ABM lists for prioritization based on likeliness to convert.

“Armed with Bombora Intent data, results improved dramatically, and we saw 3.3% click-through rates for these clients,” Chapman said. “Bombora’s Data Co-op was the driving force for their campaigns’ success.”

The new commercial revenue streams helped *Seatrade Maritime* land a deal with a large ship management company they had been pursuing for six months.

“We closed \$50,000 on the deal that includes two programmatic campaigns and became a recurring client for every quarter,” Chapman shared.

The winning of key accounts has opened up the South American market for *Seatrade Maritime*, with ample recurring revenue already attached.

“A leading maritime authority in Latin America gave us a list of all the shipping companies they handled, so we were able to see who was interested and create custom topics,” Chapman said. “The topics were uploaded, ingested, and available to the customer – who led us to even more clients in South America.”

The next phase

Seatrade Maritime’s fruitful partnership with Bombora is just the beginning, according to Chapman, who says Informa plans to emulate the successful two-pronged approach for other niche publications.

“Bombora gave us a new lens to truly understand our audiences at the account level,” Chapman said. “Taking the time to understand a customer’s needs, and communicate in a way that they understand – we learned that from Bombora.”

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