

**Headquarters:** Ontario, Canada

**Industry:** Content Marketing Technology

**Company Size:** 51-200 employees

**Marketing Stack:** Marketo

**BrightTALK Channel:** [Uberflip](#)

## Case Study

### Challenge

As a small team with a global footprint, Uberflip continuously needs to see a high ROI around each marketing campaign they run. While webinars are amongst their top performing tactics, they felt there was still room for more webinar-generated sales opportunities. Uberflip was looking to leverage their already successful webinar program to scale their lead generation without sacrificing lead quality.

### Solution

Uberflip turned to BrightTALK, a top global content marketing platform with a large, highly qualified marketing audience with more than 500,000 marketers around the globe. Kamil Rextin, Uberflip's Marketing Programs Manager, leverages BrightTALK Studios' mock-live services to run previously recorded webinars as upcoming events. While on-demand webinars receive a significant amount of views, live events create a sense of urgency. "While just placing content on-demand on BrightTALK would deliver value, being able to host events as 'mock live' increases the time prospects spend with the content," said Rextin.

Why Uberflip chose BrightTALK:

- Provided large user base to repurpose great content for long-tail marketing
- Integrated with Marketo to pass the best leads to the sales team quickly
- Provided a platform to optimize their marketing spend without stretching their bandwidth
- Offered mock-live services to repurpose old webinars without diminishing the audience experience

### Results

**Quickly tapped into qualified target audience with 30% converting to SQLs.** Demand generation marketers need more (and better) conversions to SQLs to generate pipeline success. BrightTALK's smart, personalized recommendation feed places Uberflip's content in front of their target audience, as predetermined by their filters. Uberflip also benefits from organic leads that find their content through one of BrightTALK's 81 professional communities and add free value to their channel.



BrightTALK allows us to tap into an audience we otherwise wouldn't have reached. We put a lot into our webinar program and it's great to expand our sales opportunities without doubling the effort.

—Kamil Rextin, Marketing Programs Manager

### **Scaled reach without impacting the experience or workload.**

Professionals around the world use BrightTALK to engage with videos and webinars to solve their business problems and learn from top industry experts and vendors. While there is significant engagement with on-demand assets, viewers of "live" events tend to spend more time watching the content, which causes higher audience engagement and thus better qualified leads for the marketing and sales team.

### About [Uberflip](#)

Uberflip is a platform for marketers to create, manage and optimize content experiences so that content can be fully leveraged by all company stakeholders at every stage of the buyer journey. By providing marketers with the tools they need to boost engagement, generate leads and fuel demand generation, they can better leverage content to meet their goals.