

90% *Lead Accuracy*
Rate through Content
Syndication: **Styla**

Founded in 2012, Styla is a frontend experience platform that helps digital teams deliver enriching experiences for customers by automating content selection, placement, design, distribution, and optimization at scale. Focused on providing best-in-class commerce digital experiences for storefronts and customers, Styla enables digital teams to publish content without the assistance of core technical departments. With the “value delivery” of Styla, even small digital teams can manage their content and digital experiences efficiently and scalably.

The Challenge

To provide excellent digital customer experiences for big and small companies, Styla tested and searched for digital marketing agencies that could provide content syndication and new business leads through lead generation programs focused on content syndication. Styla wanted to penetrate the DACH mid-market region with their new asset and aimed to entertain companies that trafficked a certain number of visitors each month.

However, the company faced a challenge in content syndication as the targeting criteria were a bit different from other programs they had run. Additionally, Styla was focusing on web traffic and generating new business leads for the UK and European regions. Switzerland, Germany and Austria (DACH) were especially challenging.





The Solution

After testing several options as possible solutions, Styla selected Bython Media's content syndication programs. With best-in-class content syndication and B2B publishing service offerings, Styla was encouraged to partner with Bython on a content syndication campaign in the UK region.

Sofija Beuerle, Senior Marketing Manager at Styla, noted that the collaboration process with Bython Media was an easy undertaking. Beginning with a formal kickoff meeting in which the goals, expectations, and requirements, including targeting criteria, timespan, and cost per lead, were discussed, Styla sent the agreed assets to Bython Media and received the requested leads for that campaign in return.

The Outcome

Bython Media generated the required amount of leads according to the discussed targeting criteria within the appropriate timespan. Styla assessed the credibility of generated leads with their adopted ICP standards, including revenue, company size, and industry.

In the end, 90-95% of the leads generated by Bython Media were ICP matched, and the rejected leads, if any, got an adequate response from Bython's team. Beuerle said, "The responsiveness and efficiency of the Bython team are quite appreciated by the management of Styla because Bython Media delivered all the required value and services including new leads against the rejected ones."

How Bython Media Can Help You Achieve Your Marketing Goals?

If your company is looking to achieve similar results with demand generation, ABM, or B2B content syndication programs, contact us by scheduling a call today.

Bython Media has a proven track record of helping clients drive some of the most qualified leads through omnichannel marketing strategies. We want the opportunity to help you do the same. Schedule a call with us today to find out how to bring winning results to your next marketing campaign.

