



Case Study



Boost Software, Inc. is a leading provider of software solutions provider that caters to everyday computing needs through their certified utility products which offer easy-to-use interfaces, quick-loading applications and fast installation. In early 2014, Boost Software was looking to expand in their domestic and international markets and required quick response time and flexibility in promoting their CPI offers, including their PC HealthBoost and PC SpeedBoost offers. Neverblue was selected as the exclusive partner based on our reputation for strong account management, our large international distribution capabilities and accountability.



Execution

The Neverblue account team established a strong media plan to ensure optimal distribution and revenue generation for Boost's CPI offers and to drive expansion into domestic and international markets. The media plan was focused on search, display and email marketing, across targeted media buying through our internal search team, email distribution in domestic markets, display through the Neverblue ad server (AdZerve™) and our global publisher network.



Results

Over three month period (March – June)

- Neverblue passed 100,000 new customers per month already after three months of launching the program.
- Neverblue continues to build Boost's brand awareness in domestic and selected international expansion markets through mainly search and display, sending over 4 million potential customers to their site monthly.
- Increased Boost Software's annual growth by 30%