

# Building Relationships with Quality-Crafted Content Programs

## Case Study: Content Engagement Center

When your content marketing program is cohesive, relevant, and supremely well-designed, the impact is powerful. Our content, marketing, and digital experts know your industry; we craft custom programs that drive engagement and deliver on time and to goal.

Learn how Fourth, a leading provider of cloud-based forecasting and cost control software for the hospitality industry, worked with the Restaurant & Food Group to build brand awareness of its innovative Restaurant & Hospitality technology solutions.

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## Client Objectives

Fourth is a leading provider of cloud-based forecasting and cost control software for the hospitality industry. Fourth's primary goal was to build brand awareness of its innovative Restaurant & Hospitality technology solutions. The secondary goal was to generate new leads, with an emphasis on American companies in Casual Dining, Fine Dining, Table Service, and Quick Service industries.

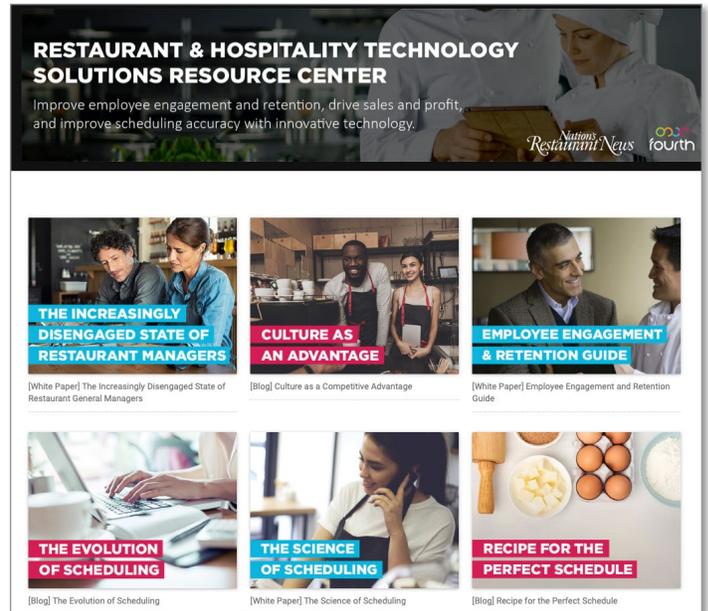
## Our Solution

Nation's Restaurant News worked with Fourth to develop a Restaurant and Hospitality Technology Solutions Resource Center. This gated platform served as a central destination for Fourth's content; prioritizing the user experience by surfacing relevant assets for deeper content consumption, while measuring every aspect of user interaction to enrich the data intelligence of registered leads.

## Campaign Results

The three-month program **generated 543 leads**, with registrants averaging 1.8 unique content asset views, and 10.6 minutes time on site. Of the total leads, **37% viewed more than one asset**, viewing an average of 3.2 assets, and spending over 15 minutes. While 18% of the total were considered heavy bingers, viewing more than two assets and demonstrating significantly higher intent signals, with an average of 4.5 assets (150% increase) and over 20 minutes spent (89% increase) by comparison to the overall leads for the program.

To learn more about Fourth and their industry leading solutions, visit [www.fourth.com](http://www.fourth.com)



### FREQUENCY

19%

Leads visited more than once on different days

### INTERACTION

37%

Leads viewed more than one content asset (18% viewing over two!)

### DURATION

20+

Avg. minutes spent on site by repeat visitors and/or heavy bingers

### ENGAGEMENT

3.2

Avg. asset views by leads who viewed more than one asset

To learn more about how **The Restaurant & Food Group by Informa Connect** can connect you with the largest, most qualified audience in foodservice and food retail – visit [restaurant-food.informaconnect.com](http://restaurant-food.informaconnect.com).