

Case Study

# The Assessment Company<sup>®</sup>

Received a higher return  
on investment than any  
other internet pay-per-  
click listing.



**MediaBrains**



## The Challenge

The Assessment Company® provides employee-assessment solutions to companies of all sizes across North America. The Louisiana-based firm needed to reach human-resource executives seeking solutions to conduct behavioral based assessments such as the PXT Select™ as part of their hiring process. The Assessment Company® was one of the early adopters of pay-per-click internet advertising but found that this method's return on investment had diminished in recent years.

“I was spending a lot of money on advertising across the mediums because I don't like cold calling or knocking on doors and I really wanted to get in front of businesses that are looking for our products.”

John Beck, President/CEO

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## The Solution

The Assessment Company® chose to devote most of its advertising resources to MediaBrains' vendor directory for the Society for Human Resource Management (SHRM). The SHRM Vendor Directory is an extensive, organized list of human-resource industry vendors designed to facilitate buyers' research and purchase process. Advertisers can boost their exposure to the SHRM audience by purchasing display ads or featured placements, both proven to increase web traffic and click-through rates, resulting in high-quality leads. In addition, MediaBrains' first-party data provides insights into buyer behavior.

“We really decided to put all of our energy and resources into where our customers are, and this is where our customers are.”

John Beck, President/CEO



## The Results

The Assessment Company® found that listing on the SHRM Vendor Directory delivered a higher return on investment than any other internet pay-per-click listing. Promoting its services with advertising in the newsletter and publishing white papers on the SHRM directory led to immediate requests for information. For example, sales executives at The Assessment Company® can now predictably anticipate customer leads within days of the directory newsletter's publication. Because they were highly qualified leads, The Assessment Company® easily converted prospective customers into new clients.

“If you want to grow your organization, don't be scared to put a few dollars in because if you do, you'll see results.”

John Beck, President/CEO