

Constructor Technology Achieves 2.5x Lower Cost-Per-Opportunity With Sponsored Profiles

Client Success Story

Constructor Tech, an all-in-one education platform, aimed to expand its brand visibility and reach a diverse target audience to generate a larger volume of leads. By sponsoring its profile on the Gartner Digital Markets platform, the company was able to attract high-quality buyers globally, and increase conversion rates at a lower cost.

C>ONSTRUCTOR TECH

Software category: Learning Management System Software

Solutions used: Profiles, Lead Generation



“Gartner Digital Markets is extremely valuable to our brand awareness and lead generation efforts. We see increased product visibility on the platform and also in SERPs, and are able to attract global buyers with high purchase intent at a very affordable cost.”

Evgniia Ustinova,
Performance Marketing
Team Leader,
Constructor Technology

Gartner
Digital Markets



Problem

The company aimed to expand its brand visibility to attract a larger volume of high-quality buyers while lowering costs.



Solution

Constructor Tech built brand awareness and credibility with customer reviews and badges. By sponsoring its profile, the company was able to connect with high-intent buyers worldwide resulting in higher conversion rates and lower acquisition costs.



Results

- Lowered cost per lead by 50%
- Experienced 14% lead-to-opportunity conversion rate
- Achieved 50% return on ad spend from PPC campaigns

Build your brand and capture buyer demand with Gartner Digital Markets

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Highlights

2.5x

Lower cost per opportunity