

**CASE STUDY:  
LEXISNEXIS CONTEXTUAL  
CAMPAIGN**

**BMA Business Marketing  
Association**

**2008 ProComm Award Winner**

**LexisNexis wanted to tap the growing demand for information in the large enterprise market with campaigns that promote the value of their solutions to corporate professionals.**

**Here was the challenge.**

LexisNexis leveraged its leading position in information research and analysis services to create a new suite of solutions that deliver content in context of the tasks corporate professionals perform every day. With the launch of its TaxCenter product, LexisNexis needed to create awareness with tax professionals, an audience who was less familiar with the brand, and build credibility as a provider who uniquely understands their needs.

**So how did they address it?**

They wanted to communicate that their new product helped tax analysts and planners be more productive and make better decisions. And they needed to show how their solution helped their ideal prospect—large, multi-nationals in highly regulated industries—navigate complex tax situations.

**What did Pearson & Co. do for LexisNexis?**

We designed a multi-touch email campaign incorporating tax content from LexisNexis sources to demonstrate intimacy with the target audience and generate interest in the solution. We also built-in interactive vehicles to engage prospects and create a “sticky” experience that would drive brand attachment

A series of three awareness emails featured quick tips on current tax topics such as changing IRS rules, with a link to an online poll where prospects could take a pulse on how their peers would handle the issue. Each email also featured a Flash-based game that prospects could play to give their minds a break from tax strategy talk.

A final email in the series introduced compelling offers to capture sales-ready leads. We tested three different offers: a 30-day product trial, a tax-related white paper, and a product demo. We also offered a free subscription to the informative new “Tax Break” newsletter that gave LexisNexis a way to nurture relationships with those who were not yet ready to buy.

**What happened?**

The series generated a very high level of engagement. More than half of the audience played the Flash games. And half of those who participated in the online polls also registered for an offer, with the white paper performing best. A whopping 93% of registrants also requested the TaxBreak newsletter, creating an opportunity for ongoing dialogue.

**Now, here’s what YOU need to do.**

If you need to break through to a new audience and engage them in an ongoing dialogue, **call Jenee Difu today at 408.540.5305**. Or, if you’d like to explore additional best practices, [click here](#).