

HOW RStudio

TRIPLED LEAD CONVERSIONS IN SIX MONTHS WITH METADATA

THE COMPANY

Founded in 2009, RStudio provides the most widely used open source and enterprise-ready professional software for the R statistical computing environment. Their products combine robust and reproducible data analysis with tools to effectively share data products. These tools further the cause of equipping everyone, regardless of means, to participate in a global economy that increasingly rewards data literacy.

THE PROBLEM

RStudio generates a lot of digital engagement, but it's mostly from open-source users. Their website traffic is the millions, and tens of thousands of people download their digital assets each week. But most people who engage with RStudio online will never need or purchase their professional products. Their key problem is: how to cut through the fog and target and convert only professional users of R, with only a small digital marketing budget?

THE SOLUTION

RStudio chose the Metadata account-based advertising solution to target bottom-of-the-funnel leads for professional users and data scientists on Facebook, and improve opportunity closed/won rates. Metadata first generates custom audiences of contacts at RStudio's bottom-of-the-funnel accounts, and then targets those contacts with massively-scaled multivariate ad experiments on Facebook, LinkedIn, Display channels and others.

Metadata monitors which ads lead to new or influenced opportunities, and automatically optimizes RStudio's ads to generate the most pipeline and revenue. The optimization include changing the audience, creative, copy, collateral or even campaign type.

(over)



“Without a doubt the best targeting our marketing dollars can buy. The Metadata AI enables us to execute laser-focused, iterative demand generation that has clear impact on revenue. We'd never be able to replicate the scale of experimentation across campaigns ourselves.”

- Rob Bethell, Marketing Manager, RStudio

BUSINESS RESULTS IN FIRST 6 MONTHS

300%
increase in lead conversions
in first six months

160+
experiments completed

17
audiences targeted

330+
net-new leads

40%
increase in qualified leads

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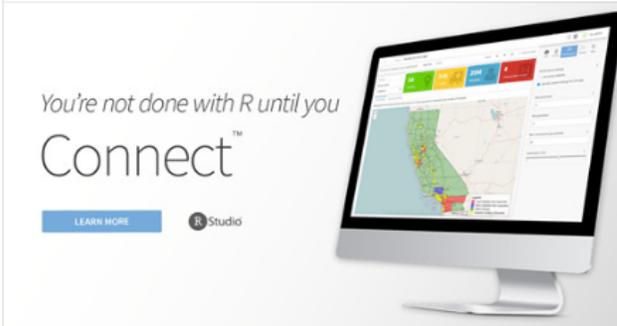
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THE RESULTS

In six months, RStudio used the Metadata account-based advertising platform to run over 160 tests of RStudio's content offers to 17 different audiences on Facebook alone, resulting in a 300% increase in bottom-of-the-funnel lead conversion rates. Metadata generated 40% more qualified leads, while actually reducing their ad spend on ad channels by 64%. This influx of dozens of late-funnel qualified leads has resulted in significant net new pipeline and revenue to date, and more closed deals are sure to follow.

Want to learn more about **account-based advertising** from Metadata.io?

Visit: www.metadata.io
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