



# Case Studies

**Proven Results.  
Proven Success.**



## Case Study #1: **58% Viewers**

**Topic: Telecom**  
**Promotion Time: 6 Weeks**

This Telecomm Webinar resulted in over 300 registrants with 58% viewing the event live and on demand. With a six week promotion, promotional emails were sent to more than 60,000, inclusion in five e-newsletters, run of site banner ads with 600,000 impressions, three articles published on TMCnet and a press release announcement.

## Case Study #2: **Over 1,000 registrants**

**Topic: 4G**  
**Promotion Time: 8 Weeks**

This Webinar event focusing on 4G received 1,189 registrants and 763 viewers. That's a 64% viewership from registration. This event had an eight week promotion which included three articles posted on TMCnet available to its 2 million unique visitors monthly and was picked up by Google Alert, six promotional emails, inclusion in 3 e-newsletters, run of site banner ads with 800,000 impressions, a press release announcement.

## Case Study #3: **Targeted Audience Delivers Nearly 70% Viewership**

**Topic: Call Center**  
**Promotion Time: 4 Weeks**

A Call Center Webinar had an extremely targeted audience demographics which included only Eastern Europe promotion. In addition, the promotion time was under one month. The Webinar event attracted 85 registrants and retained a 69% viewership.

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