

A Case Study in Brand Scaling

[Crowdcast](#) is an interesting tool that offers social insight within a corporation. With a form of virtual currency, employees are able to place bets on internal forecasting questions – effectively *crowdcasting* answers for many of the questions a corporation could have.

After weathering the initial storm that startups experience (development, funding, initial sales), Crowdcast's CEO Mat Fogarty was ready to grow and [scale the brand](#) of his strong product. Scaling, however, is another storm entirely, and Mat faced three challenges in his path to grow Crowdcast as a brand:

1. **Lack of buzz**
2. **High bounce rate**
3. **Small budget**

After toying with certain ideas and methodologies to scale the Crowdcast brand, Mat came across an aging advertising medium.

"Banner ads?" Mat thought, **"that's so 1990's."**

But as he learned more about specific types of ad targeting, specifically [ReTargeting](#), Mat quickly saw the value in this. After starting to ReTarget his site's visitors, the implicit results of his efforts became apparent. While the statistics he followed on his campaign's reports served as a great explicit measure of his campaign's success, the implicit results proved to him that his brand is scaling. **'Your company is everywhere!'** is a statement Mat often heard on the phone.

For Crowdcast, using ReTargeter to scale its brand offered:

1. **Buzzworthy presence on the most visited sites**
2. **Retention of bounced visitors**
3. **Great Value**

This mix of quantitative and qualitative results from ReTargeting easily solved Mat's brand scaling problems. With the help of ReTargeting, Crowdcast's product has been enjoyed by companies like Electronic Arts, Hallmark, and General Motors.

"ReTargeting makes us look bigger, it makes us look like we spend more money than we actually are. The people that we care about thought we were huge, and as a startup, that really helps."

– Mat Fogarty
CEO | Crowdcast