



Techplus Presentation on
Red Hat (Enterprise) Digital & Lead
Generation Campaign
Products : RED HAT® TRAINING AND CERTIFICATION



Red Hat Campaign Summary

Red hat Campaign Performance (1 st - 30 th November, 2018).	
Campaign Live Date	23th Oct – 30 th Nov
Banner clicks	3132
Impressions	7,24,562

Total Lead Generated – 64 against lead target of 62

- ❖ The Campaign received good response though.
- ❖ Can be run the social media campaign along with to get more response and reach
- ❖ The digital banner campaign can be run for more duration than one month

Thank
you



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