

anthonyBarnum: Real Estate & Building Technology Campaign Snapshot

The Client



As the leader in real estate marketing optimization, G5 is a predictive marketing SaaS company that uses AI and other emerging technologies to help marketers amplify their impact.

The Campaign

anthonyBarnum's objective was to translate the power of the G5 platform to its persona-based audiences. The key challenge was a trade media environment that was traditionally less likely to cover advancements in technology platforms. To surmount this, the G5 platform's value proposition needed to be weaved into narratives highlighting product differentiation to target media.

The Results

The campaign coalesced with 14 earned media placements publishing within an eight-week time period. The result was a dramatic increase in traffic to the G5 site and a tsunami of increased awareness among key audience targets and executive decision makers.

The Placements



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