REVEALING RENAULT'S UNSEEN ADVANTAGE

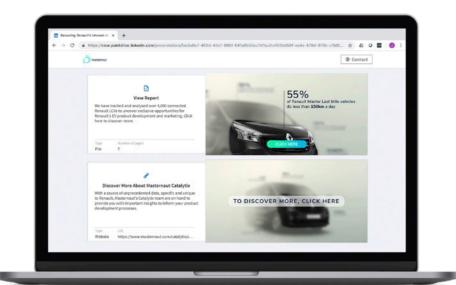




Category name: Best use of account-based marketing

masternaut

Category number(s): 20 Contact: Renaye Edwards



DIGITAL RADISH

30

ENGAGEMENTS ACROSS THE TARGET ACCOUNTS (54% RESPONSE RATE)

56

CONNECTIONS ON ALBERTO'S ACCOUNT (39% CONNECTION RATE)



INTERNATIONAL

ENGAGEMENT WITH ALL 6 TARGET ACCOUNTS INCLUDING:









Brand: Masternaut Agency: Digital Radish



RENA