

Reaching the Right Audience, Driving Measurable Growth



The Challenge

Like many B2B marketers, the Wherefour team faced a common challenge: reaching the right audience in the right context without overspending. Their goal was to connect with SQFI food safety managers through a trusted channel that would ensure their message reached the decision-makers who mattered most.

Why SmartBrief

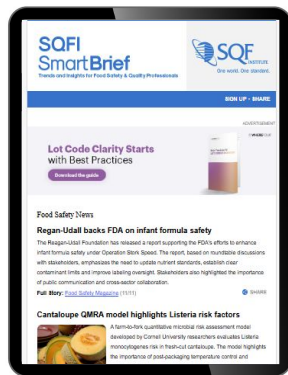
Wherefour evaluated their options carefully before committing. SmartBrief stood out for two key reasons: audience fit and cost efficiency. Rather than diving in with a large commitment, Wherefour took a measured approach, starting with a smaller campaign to test how the channel would perform before scaling up.



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The initial campaigns delivered clear, measurable impact across both demand generation and site engagement:

50-60%

Increase in webinar registrants from webinar promotion activities

~15%

Increase in engaged site visitor traffic

These early results gave Wherefour the data and the confidence to expand the partnership.

“We started small to gauge how effective this channel would be for us. We doubled down the following year because of the results and the efficiency of working with their staff.”

Julian

Director of Marketing at Wherefour

Wherefour's messaging captured the attention of major enterprise brands, high-growth food manufacturers and key retail networks, including:

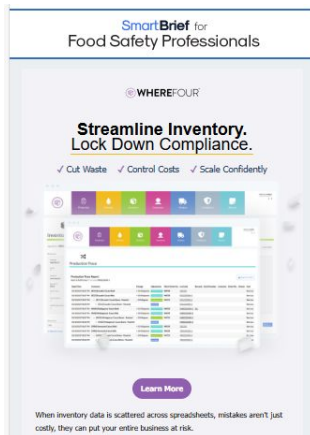
- **Retail & Quick Service Restaurant Giants:**
Walmart, Target, Costco Wholesale, McDonald's, and Starbucks
- **Major Consumer Brands:**
The Hershey Company, Beyond Meat, Conagra Brands, Mondelez International, Mars Wrigley, and Boar's Head
- **Beverage & Grocery Leaders:**
Coca-Cola Consolidated, Pepsi/Pinnacle Foods, Albertsons, and Polar Beverages
- **Agribusiness & Logistics:** Cargill, Americold Logistics, and Sysco Corporation

Performance analysis also showed heavy concentration among executive leadership tiers, the buyers who ultimately greenlight investment:

- **C-Level:** CEOs, Chief Operating Officers, and Chief Financial Officers
- **VPs/Directors:** VPs of Manufacturing, Directors of Purchasing, and VPs of Operations
- **Owners:** Plant Managers, Founders, and Business Owners looking to scale operations

Looking Ahead

Wherefour's results included a strong webinar lift, improved engaged traffic, and a responsive partner team. These were compelling enough to justify expanded investment the following year, turning an initial test campaign into an ongoing strategic partnership.



As the partnership scaled, Dedicated Sends – which allowed Wherefour 100% share of voice, emerged as an exceptionally powerful driver of high-intent traffic:

2.36%

CTR

566,000+

Impressions

410,000+

Total sends

“SmartBrief is one of the best marketing partners that we've worked with in the industry. Their team is very communicative and extremely flexible with campaign dates.”

Julian

Director of Marketing at Wherefour