

Extending the Reach of Original Research Through a Trusted Retail Audience

The Challenge

Jumpmind has built a reputation for producing original research, thought leadership and content rooted in real retailer insights. The problem wasn't content quality, it was reach.

As **Heather Primavera, Director of Marketing at Jumpmind**, explains:

"Jumpmind produces a steady stream of research, thought leadership, and content assets rooted in real retailer insights. The challenge was the reach. Our internal channels and owned audience could only take that work so far, and we needed a way to get it in front of the retail decision-makers and practitioners who would find it most relevant."

Jumpmind needed a partner that could place their content directly in front of the right retail audience, people already primed to engage with the topics Jumpmind was writing about.

Why SmartBrief

Partnering with SmartBrief gave Jumpmind something their owned channels couldn't: access to a curated, active audience already engaging with retail content.

SmartBrief's alignment with NRF was a powerful selling point:

"The NRF association was a significant factor. Retail is a relationship-driven industry, and the NRF brand carries weight with the exact buyers we are trying to reach. We were not just buying impressions in a generic B2B channel. We were showing up in a publication that our audience actively chooses to read."

The Results

The partnership demonstrated that Jumpmind's content resonated well beyond owned channels and extended the brand's impact.

"The partnership gave us something our owned channels could not: direct access to an engaged, editorially curated audience of retail decision-makers who were already in a content consumption mindset. Our research performed well with that audience, and NRF SmartBrief specifically flagged our European Connected Shopper Report send as the top performer across our campaign period, confirming it exceeded their benchmark. That was meaningful validation that our thought leadership was resonating beyond our existing network."

Performance Metrics

The campaign's quantitative results backed up what Jumpmind observed anecdotally about audience quality and seniority:

100,000+

Impressions delivered across the campaign period

95+ clicks

reflecting a focused, high-intent audience rather than broad, low-engagement reach

0.1% CTR

75%

**of clicks came from
manager-level+,
confirming the campaign was
reaching real decision-makers,
not just practitioners**

Beyond performance metrics, Primavera pointed to the seniority and relevance of who actually engaged:

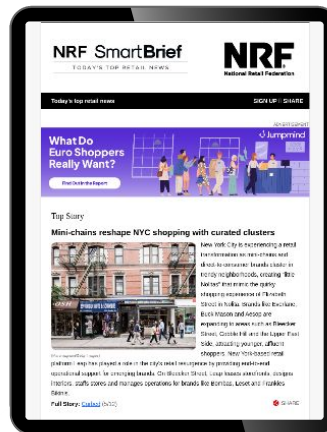
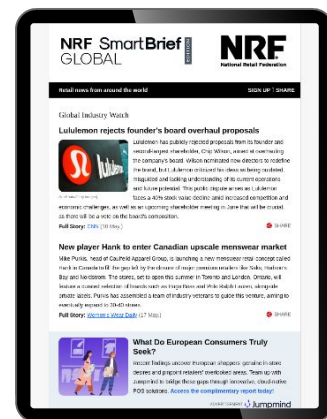
"The seniority mix of who engaged with our content was encouraging. We were not just reaching large numbers. **We were reaching the right people at the right levels.**"

The editorial environment itself played a key role in that quality:

"The editorial context matters, too. Our content appeared alongside trusted industry news, which meant readers were already in a receptive, professional mindset rather than scrolling past an ad in a more interruptive environment."

One of the most valuable outcomes of the campaign was strategic, not just performance-based. Jumpmind gained a clearer read on what resonates with retail decision-makers:

"The clearest insight was around content type. **Our original research outperformed our product-forward creative with this audience**, which reinforced a broader hypothesis we had about how retail decision-makers want to be approached. We also did some experimenting with CTAs, which was helpful. Those findings shaped how we thought about content strategy going forward, not just for this channel."



The SmartBrief Difference

"SmartBrief gave us a credible, efficient path to an audience we would have otherwise struggled to reach."

And beyond the strategic value, the collaboration itself stood out, too:

"Not to mention, the team was great to work with!"

Looking Ahead

For Jumpmind, the campaign's value extended well beyond the immediate metrics. At their current stage of brand-building in the retail space, the exposure and credibility gained through SmartBrief were genuinely meaningful:

The exposure value was real, particularly for a market where we were still building brand recognition. That said, for a company at our stage, we are always weighing awareness against pipeline impact, and a channel like this works best when the goal is presence and credibility rather than direct lead generation."

That distinction, presence and credibility versus direct lead-gen has shaped how Jumpmind thinks about the channel's role in their broader marketing strategy going forward.

