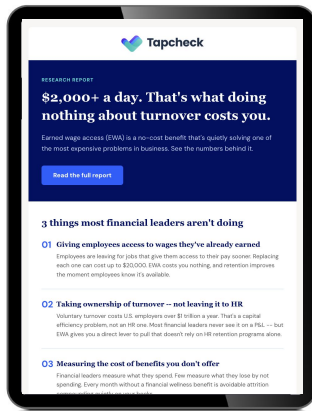


Tapcheck uses ICP+ to reach a precision CFO audience and proves behavioral targeting wins 2:1

The Challenge

As Tapcheck sharpened its focus on brand awareness and lead capture, the demand gen team needed to reach decision-makers matching their target titles — without broad-reach tactics that waste spend. They turned to SmartBrief to test behavioral signal-based targeting against standard demographic reach.



The Approach

- Dedicated email send to a CFO-audience list
- Newsletter Display Impressions layered with ICP+
- Newsletter sponsorship placements in a CHRO-focused publication
- A webinar ad paired with a dedicated landing page

2x Increase

ICP+ vs. standard firmographic targeting

Net-new contacts

added to nurture pipeline

The dedicated send delivered open rates more than 2x benchmark, and behaviorally targeted audiences converted at roughly twice the rate of traditional targeting. Native Featured Content outperformed standard display, and the webinar ad drove multi-contact engagement and strong page views. Most notably, the campaign reached net-new contacts Tapcheck hadn't touched — prime fuel for internal nurture.

Why SmartBrief

Tapcheck used SmartBrief's ICP+ solution to move beyond traditional targeting. Rather than relying on static demographic and firmographic attributes alone, ICP+ enriches ideal customer profiles with first-party behavioral engagement signals — building an audience of professionals who both fit Tapcheck's ICP and are actively consuming related content.

That precision, plus a competitive lead guarantee price and optional profiling questions, let Tapcheck narrow its audience further than title alone ever could. Impression-based advertising and a dedicated landing page extended reach and gave the audience more ways to engage.

Looking Ahead

The next opportunity is nurturing engaged contacts with content aligned to the topics they've already shown interest in. Because these leads combine demographic fit with verified behavioral engagement, they're a higher-value audience for personalized follow-up and sales outreach. Future campaigns can expand investment in top-performing channels like dedicated sends, using behavioral signals to further refine segments.



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Understanding the Difference**

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Tapcheck eliminates them.
At no cost to you.

"The core value was precision: SmartBrief's targeting gave us direct access to our exact ICP. Rather than casting a wide net, we were able to put content in front of the specific roles we needed to reach."

Brandon W.

Demand Generation Manager, Tapcheck