



Blue Gorilla

Blue Gorilla Digital Uses ZINFI Partner Portal to Help Clients Track the Results of Their Advertising.

ZINFI technology helps Blue Gorilla more transparency to clients, a better understanding of what works and what doesn't, and new opportunities to fine-tune campaigns

Challenges

Blue Gorilla is a leader in digital advertising. The company creates campaigns designed to help clients control mobile and online messaging, increase brand awareness, use SEO to build websites that get attention, and drive traffic to their businesses. One of their biggest challenges, however, is getting clients fully engaged in their services. Ron Scirrotto, the owner of Blue Gorilla Digital and the company's president, puts it this way: "Our biggest challenge is simply getting our dealers and our other clients to participate" in campaigns and become actively involved by the tracking performance and outcomes of their digital advertising initiatives.

Solution

As it sought better ways to deliver value to clients, Blue Gorilla began looking at automation and technology tools that would help it provide services more efficiently and make it easier for clients become more involved in their digital advertising campaigns. Blue Gorilla turned to ZINFI, a leader in partner marketing and channel management automation tools, and the creator of partner portal software that provides companies with direct lines of communication with a diverse range of partners. "Our primary client is a large energy company," says Scirrotto, "and we use the portal to keep them apprised of their clients' usage." In fact, Blue Gorilla was able to customize the portal for a set of unique capabilities requested by that client.

Several employees at Blue Gorilla now use the ZINFI partner portal every day for a variety of purposes that provide their clients with added value, including uploading sales data, uploading creative, uploading "proof-of-performance" documents, and tracking all usage among its clients. The portal is equipped with all the tools Blue Gorilla needs to control who sees what so clients access only the information that is relevant to them. Scirrotto loves the fact that its marketing tools can all be accessed in a single online tool.

Overview

Headquartered in Jupiter, Florida, Blue Gorilla Digital is a digital advertising agency that focuses on the automotive, financial and energy sectors. Blue Gorilla provides clients with a comprehensive range of digital services to its clients, including digital display advertising, online video, search engine optimization (SEO), pay-per-click campaigns, retargeting strategies and YouTube campaigns.

Results

“Every client relationship is about meeting and exceeding client expectations,” says Scirrotto. “The ZINFI partner portal is exactly what we requested from day one.” The partner portal is performing “exactly as requesting, giving our clients the ability to see their clients’ use and performance.” He would definitely recommend the ZINFI solution to other organizations with similar needs. “ZINFI helped us maintain a client by giving them what they needed, that we weren’t able to attain elsewhere.”

About Blue Gorilla Digital

Blue Gorilla Digital is a one-stop digital advertising agency that was founded in 2001 and is located in Jupiter, FL. Our extensive experience, passion for results, and commitment to integrity and excellence have led us to develop campaigns for local and national clients, automotive dealers and dealer groups nationwide. Our services are designed to increase brand awareness and drive more traffic to your website. Our solutions include digital display advertising, online video, and search engine optimization. The Blue Gorilla Digital team has expertise in automotive marketing, programmatic & data fencing, conquest marketing, OTT, vide pre-roll, content creation, creative design, video production, geo fencing and email marketing. Visit us at bluegorilladigital.com.

About ZINFI Technologies

ZINFI Technologies, Inc., the leader in [Unified Channel Management \(UCM\)](#) innovation, enables vendors and their channel partners to achieve profitable growth predictably and rapidly on a worldwide level. Headquartered in Silicon Valley, USA and founded by channel veterans with extensive global channel management experience, we at ZINFI see an immense opportunity to build high-performing sales channels by deploying an easy-to-use, comprehensive and innovative state-of-the-art SaaS Unified Channel Management automation platform that streamlines and manages the entire partner lifecycle through three core state-of-the-art SaaS applications—partner relationship management, channel marketing management and channel sales management. In 26 countries, these three core UCM SaaS applications are locally supported by ZINFI’s global marketing services team members.

For more information about ZINFI’s Unified Channel Management platform, please visit our website at www.zinfi.com. You can also follow ZINFI Technologies on [LinkedIn](#) and at the [ZINFI Channel Marketing Best Practices blog](#).

At a Glance



Website: <https://bluegorilladigital.com/>

Headquarters: Jupiter, FL

Contact: info@bluegorilladigital.com;
561-877-5221

Industry: Digital advertising targeting automotive, financial and energy sectors

Solutions: Online and mobile message delivery with digital display advertising; focus on design, call to action and reporting

Solutions Offered Using ZINFI Platform: All

Number of Employees: 15, 2 of whom are actively selling products

Background

- Blue Gorilla Digital is a digital advertising agency offering a full range of services to clients in the automotive, financial and energy sectors

Solution

- The ZINFI partner portal helps Blue Gorilla provide up-to-date information to clients about advertising performance and communicate more efficiently, increasing client engagement

Results

- “Exactly what we requested from day one,” says Blue Gorilla president, Ron Scirrotto