

Global technology solutions company

Company profile



The company, an IT infrastructure provider, is located in the United Kingdom and sells to mid-to-large organizations across multiple vertical markets around the globe. The company's product has an average selling price of £150,000/\$225,000.

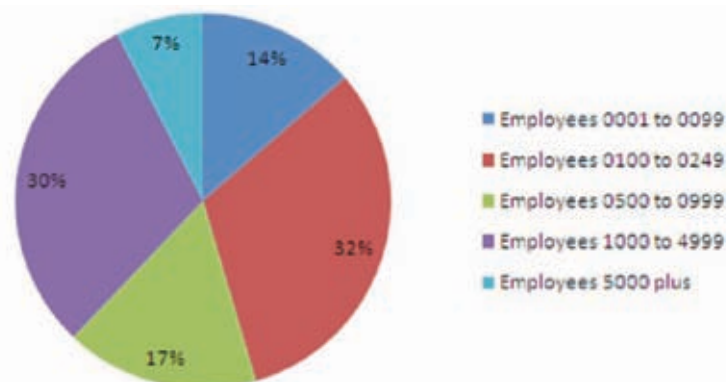
Business situation

The company was challenged to increase organic growth through new lead acquisition and conversion. They also needed to re-engage with customers who had become inactive. Marketing tactics needed to be refined to generate leads that were marketing qualified and accepted by sales.

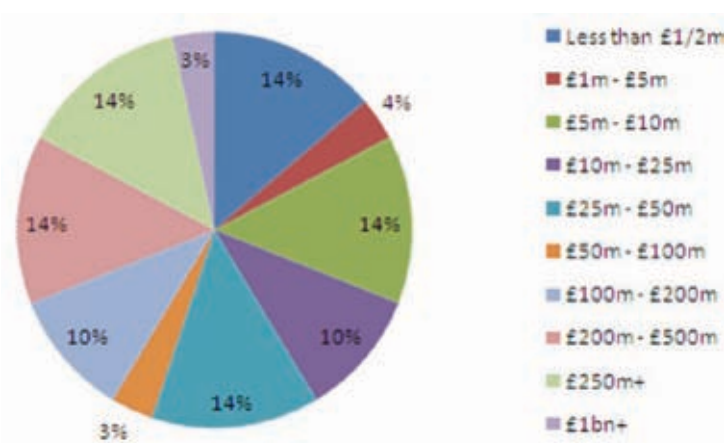
Solution

Mardevdm2 partnered with the IT solution provider to develop a revenue-producing demand generation program. The plan began with **segmentation of the target audience** and included multi-touch campaigns, lead nurturing and scoring, as well as ongoing monitoring and metrics to determine the lead quality. The integrated program resulted in the Marketing Qualified Leads to Sales Accepted Leads conversion rate increasing from 10% to 40% in 9 months.

Audience segmentation by size



Audience segmentation by activity/spend



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The steps to success

1. **Evaluated** customer and prospect file
2. **Identified** cross-sell/up-sell opportunities
3. **Created** multi-touch email campaign to generate interest
4. **Segmented** responses by level of need based on actions
5. **Scored** each lead based on demos and actions
6. **Nurtured** each lead group to keep them engaged
7. **Delivered** leads to sales when ideal score was reached

Benefits

The ultimate benefit of the demand generation program was that the company increased their organic revenue by £6.5 million/\$9.75 million during the 9 month period.

Additional benefits from the mardevdm2 demand generation for the company included:

- A pipeline of £31 million/\$47 million was developed.
- Inactive customers were re-engaged and added to the pipeline.
- Approximately 60% of the leads that took 2 or more actions converted into sales.

As a result of the 9-month program success, the company committed to moving forward with a consistent target audience size and renewed the plan to continue to drive new business.

Products and services your company used

The mardevdm2 services that were implemented for this company's demand generation program include:

- Strategic marketing consulting, analysis and planning
- DecisionMaker® Database Marketing
- DecisionMaker® Demand Generation
- Automated email marketing and dynamic lead nurturing
- Lead scoring, weighting and segmentation

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mardevdm2 delivers global business-to-business marketing data and services that are designed to effectively and efficiently move customer and prospect conversations and relationships through the buying cycle and accelerate your sales pipeline. We help companies add targeted and current contact information to their marketing database, provide qualified business data and marketing automation services for multi-touch campaigns and deliver dashboards and reporting that show measurable results and return on marketing investment.

