

OUR CLIENT

A multinational corporation providing interactive data visualization products for business intelligence and business analytics. The software giant proffers the first in-class developer-grade analytics platform, focused exclusively on embedding analytics in commercial and enterprise applications.



CHALLENGES

The global enterprise wanted SRL, in North America, from those companies specifically looking out for embedded analytics solutions. Our task revolved around generating the leads that were looking to purchase these services within the next 12 months. In addition, our team was also assigned to set calls, of prospective 'ready leads', with the client's in-house sales team.



CAMPAIGN DESCRIPTION

Type of campaign: SQL
Method: Email Marketing and Telemarketing
Target Audience: CXO, VP, information Technology Manager
Industry: B2B SaaS companies
Employee Size: 51-500 employees



BENEFITS

- The client attained a 200% ROI with the data of prospective enterprises from our vast in-house dataset. The list is still being updated with ROI percentages booming with every lead.
- Project gathered 75 SRL leads

SOLUTION OFFERED

The aim of this project was to deliver the Sales Ready Leads (SRLs). Keeping the business dynamics in mind, VLMS Global team worked on the Embedded Analytics demand generation. We customized the SRLs (surrounding BANT specification with Leads) as per the client's requirements. Our methodology started with filtering the leads, who had a purchase timeframe within 12 months, from our huge in-house dataset.

We collaborated with the client to generate leads along with setting up a callback (with prospective leads) with the client's SDR Team. The project is still running and till now it has generated 75 SRLs with the ROI crossing the 200% milestone.