

## OUR CLIENT

The client, a US-based software company for intelligent connected systems, is empowering new innovative projects with a reliable software foundation. The Global leader is accelerating digital transformation of critical infrastructures by delivering the technology and expertise that enable the deployment of safe, secure, and reliable IoT systems.



### CHALLENGES

Client wanted to explore the leads, churned out from the list of those companies, who have automation management projects upcoming in the market. Our team was assigned to generate HQLs for the client since the inception phase of the ongoing pandemic. We were tasked with kickstarting the BANT campaign with the goal of getting maximum conversion rate (ABM list), during the highest market fluctuation the industry has ever seen.



### CAMPAIGN DESCRIPTION

Type of campaign: HQL  
Method: Telemarketing  
Target Audience: CXO, Software Engineer, Systems Architect, IT Directors, Program Manager and Solutions Architect  
Industry: Fortune 500 companies



### BENEFITS

- Achieved 150% conversion rate, even during the initial stages of the pandemic.
- Generated 700 leads with direct contact numbers drawn out from our in-house database.
- Leads were generated from both EMEA and US markets.

## SOLUTION OFFERED

VLMS Global generated the leads as per the prerequisites of the client, amid the ongoing pandemic. The campaign revolved around getting in touch with the right prospectives who were planning to launch the automation management projects in the offing. Carving the BANT campaign helped us in executing it efficiently with 150% conversion rate (even during the recent market upheaval).