

OUR CLIENT

A global organization offering mobile threat defense solutions. It steers the mobile device and app security industry by offering world-class solutions. The global provider delivers real-time, on-device, machine learning-based protection against Android, iOS and Chromebook threats.



CHALLENGES

The organization required MQLs to make a list of companies using unified endpoint and enterprise mobility management for mobile devices. Our task was to generate the list of companies along with promoting the benefits of using the mobile threat defense solution and enterprise mobility management combo that boosted the security level.



CAMPAIGN DESCRIPTION

Type of campaign: MQL
Method: Email Marketing and Telemarketing
Target Audience: Information Security Manager, CXO, VP
Industry: Finance, Government, Healthcare, Medical, Manufacturing



BENEFITS

- The client achieved a 450% ROI in a quarter with a 750,000\$ pipeline in the coming year.
- This approach allowed the client to achieve 3000 leads in 2 months.
- 60% leads were generated through email marketing and

SOLUTION OFFERED

The main purpose of the project was to deliver the leads by leveraging our in-house 'install base' dataset. VLMS Global provided the client with a catalogue of enterprises that were utilizing enterprise mobility management as an install base. The campaign also promoted the client's core asset that encircled the tools capable of integrating with the said install base.

Our approach initiated with seeding the campaigns, running them and finally analysing the results. The campaign generated 3000 MQLs, within 2 months, that were conveyed to the client's team for growing their pipeline.