Case Study *Virtual reality technology company*

Regions
East Asia/Europe/LATAM/North America

Brief
A multi-touch campaign targeting medium and enterprise companies across the agreed verticals and job titles. The campaign included single and double touchpoints, along with profiling questions with the aim of delivering qualified MQLs.

Campaign Objectives
The primary objective of the campaign was to create qualified leads across every part of the funnel to create a real time pipeline from awareness to sale.

> *Perfect Pitch were great partners as we worked with them on multiple lead generation campaigns. What really stood out to me was their strong belief in being people first. The team were really easy to work with, were always open to testing new lead generation ideas and went beyond what was asked of them in multiple ways. Highly recommend Perfect Pitch for B2B marketing campaigns.*

51%
Of leads delivered came with a direct dial or mobile

ROI
Highest opportunity creation rate among all global partners.

Data Profiling
200,000 data records were profiled based on client specifications, excluding existing clients and previous leads.

Landing Page Creation
Landing pages for regional content were created, incorporating opt-in and privacy policies.

A/B Testing
A/B testing was conducted in phase one to optimize messaging and engagement.

Email Validation
Email validation tools were utilised to maintain a bounce rate below 1%.

Quality Assurance
All leads were passed through the "Perfect Process" for quality assurance, with each record mapped to LinkedIn for accuracy.

Lead Upload and Reporting
Leads were uploaded weekly using the "Convertr" platform, with reporting delivered via a bespoke dashboard detailing lead breakdowns by region, job title, asset downloaded, and company size.

Client Communication
Weekly calls were held with the client to discuss results, challenges, and campaign adjustments.

PerfectLeadGeneration