

Case Study *Turning Dormant Leads Into Revenue-Generating Meetings*

CAMPAIGN OVERVIEW

Aim

To revive decaying leads through strategic engagement and conversion.

Geography

EMEA.

Brief

A major technology company in the EMEA region had a large database of potential clients, but these leads were not being engaged. Without proactive outreach, the leads were decaying, and the company was missing valuable business opportunities.

Our Approach

To solve this challenge, we designed and executed a large-scale, multi-channel engagement campaign, focusing on the following:-

- **Targeted Telemarketing** – Over 30,000 calls made to re-engage and qualify leads.
- **Custom Landing Pages** – Dedicated pages for capturing interest and ensuring compliance.
- **Email Validation & Outreach** – Verifying contact information and nurturing prospects.
- **Data Cleansing & Profiling** – Identifying duplicates, removing invalid contacts, and updating records to enhance accuracy.

Results

- ✓ 900 qualified meetings (SQLs) secured with decision-makers.
- ✓ 30,000+ Outbound Calls made to revive and qualify leads.

KEY STATISTICS



Data Profiling

We cleaned and updated the client's database, removing duplicates and invalid contacts to ensure accurate and efficient outreach. This ensured that every outreach effort targeted the right prospects, maximizing efficiency and accuracy.



Landing Pages

Custom landing pages were created to capture interest, align with the client's brand, and ensure compliance with opt-in policies. By directing leads to a dedicated space, we increased response rates and nurtured prospects effectively.



Telemarketing

Using our unique team, which combines sales expertise with the engaging voices of trained actors, we booked appointments and sales-qualified leads directly into our client's calendars.



Quality Assurance

All leads were passed through the "Perfect Process" for quality assurance and mapped to LinkedIn to ensure the accuracy of each record. Reducing errors and improving lead quality.



Lead Upload and Reporting

Leads were uploaded weekly to the client's CRM with detailed reports, offering real-time insights on engagement and conversion.



Client Communication

We conducted weekly calls with the client to discuss results, challenges, and to fine-tune the campaign.