

Brief

A leading IT Security vendor approached us with a campaign targeting the UK and Nordics regions. Aware of our reach in both these areas as well as other tier one European countries they wanted us to promote multiple whitepapers specific for each region. They were happy for us to run the campaign which fed directly to their marketing and sales team.

Details

One of the industry's biggest IT Security vendors looking to increase their influence in the Nordics and the UK, wanted our help with a two-month double touch campaign. They approached us specifically due to our reach in these regions.

We agreed to split the targeting between the regions with a 60/40 split for UK vs. Nordics – trying to hit an even split across Norway, Sweden, Finland and Denmark.

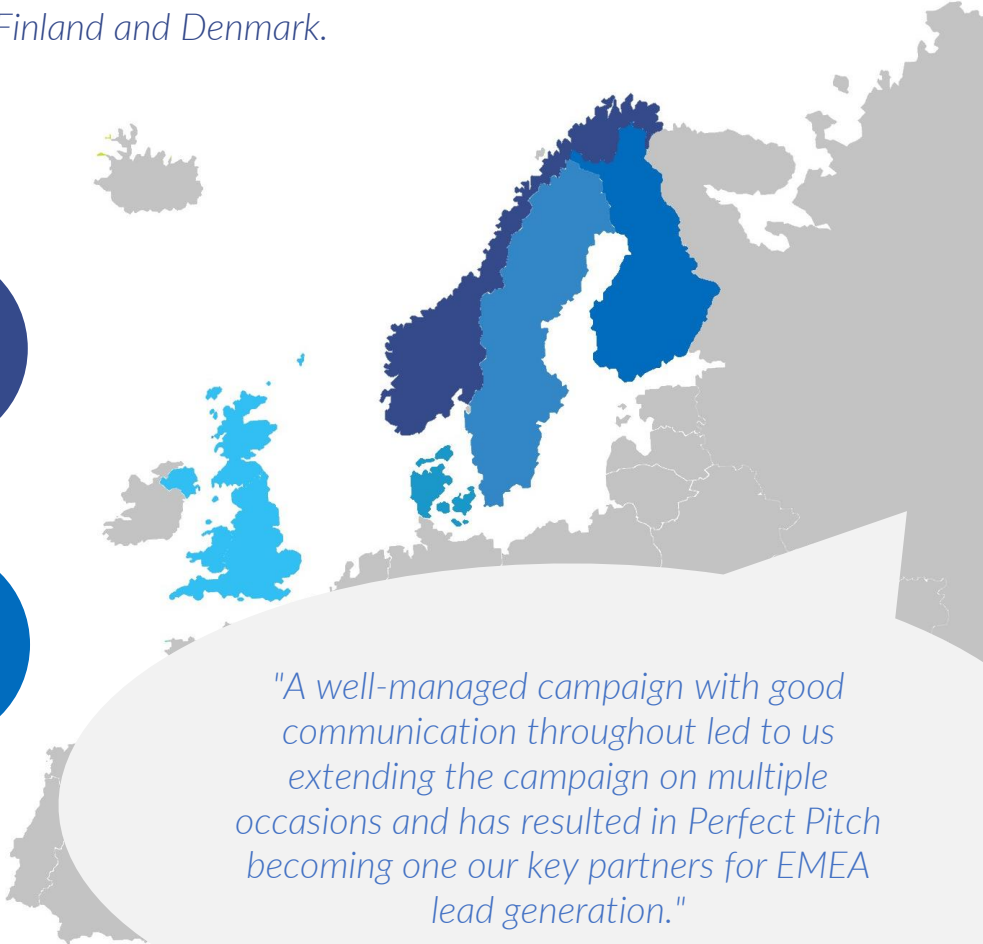
60%
UK

10%
Norway

10%
Sweden

10%
Finland

10%
Denmark



"A well-managed campaign with good communication throughout led to us extending the campaign on multiple occasions and has resulted in Perfect Pitch becoming one of our key partners for EMEA lead generation."

Company Size:

over 100 employees

Industries:

All Industries except

Government,

Education and

Non-profit

Job Titles: Targeting

Security and IT

Manager+ titles

Challenges

In the past, when following on their previous incumbent suppliers leads, they found it hard to convert them to their sales pipeline, leaving them very dissatisfied.

We suggested the addition of a profiling question around current install base with a minimum requirement of 50% of the leads to answer this profiler, as well as a second asset offered after acceptance of the first to help improve their conversion rate.

Why Perfect Pitch?

With these assurances they wanted to find out what kind of numbers we would be able to generate.

As the brief was open there was plenty of data available and after applying the filters, we had access to over 42k records that we had available to engage with.

The client booked a total of 1,200 leads to be delivered across an 8-week period but asked us to front load the delivery as much as possible.

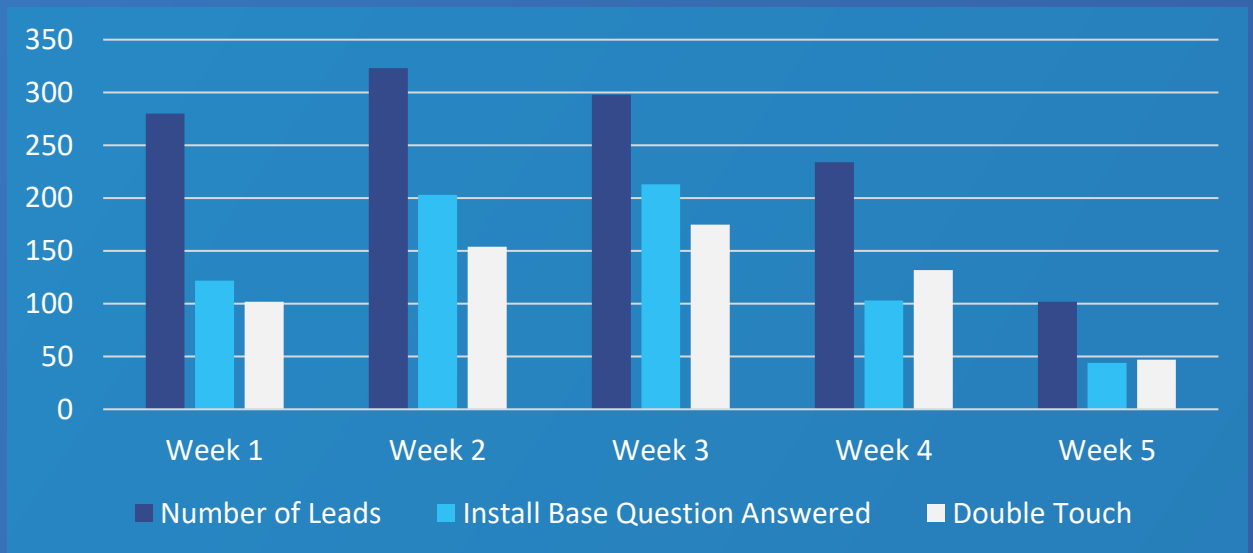
Our Approach

We agreed on a reporting template and leads were submitted weekly to the Convertr platform. We applied the filters to our database, and targeting only the qualified data, we drove the traffic to the hosted whitepaper landing page. We would then validate the results, matching contacts to their LinkedIn profile where applicable as well as validating their email address using two validation tools to ensure accuracy ahead of submission.



Strategy

We worked with the client to deliver a double touch strategy to increase engagement. Following the initial piece of content downloaded, we re-engaged with the leads with a second piece of content within 5 working days. We then shared the results of those who downloaded two pieces of content, with 52% of respondents being upgraded to a double touch lead.



The Results

We reached the 1200 target by the end of the 5th week and surpassed the 50% install base question criteria. The client was very happy with the timely delivery and accuracy and has since made a further 5 bookings across APAC, EMEA and USA.

"It's all about results and that's what Perfect Pitch delivered. I would have no hesitation in recommending Perfect Pitch and have done so already."



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