

Brief



UK Intermediary looking to promote an On-Demand webinar for their client, an International Data Storage Brand. Profiling question "What are your biggest challenges within data storage across the next 12 months" drop down of 5 possible answers.

Data



Regions:- Africa/Benelux/DACH
The target profiles produced the following data set:
Africa 420 – Benelux 366 – DACH 397
= total records 1183.
Maximum of 3 contacts per company.
No exclusion list.

Target



Job Titles:- IT Security, IT Infrastructure, Storage, Production, Backup, Cloud, Workstation Manager+ IT Director+
Company Size: 100+ Employees
Industries:- Education, Healthcare, Medical, Government Local/National

Timeline



The client was looking for 240 leads across a one-month period with a paced delivery of 60 leads per week. Leads were uploaded to their bespoke delivery platform with a detailed reporting template specific to their client.

Action



When the campaign launch date was set, we began driving traffic via multiple channels to the bespoke landing page for the webinar on-demand on our content hosting website (b2btechknowledge.com)

Qualify



The qualifying data was prepared and targeted, all leads were quality checked by our data team, with all this information made available on the reports

Verify



PP uses 2 email verification tools to ensure accuracy ahead of submission and all leads are matched to their LinkedIn profiles (where available) as part of our quality control process.

Results



We delivered 265 leads across the course of the campaign, with our Africa allocation upweighted by 15 leads following another supplier's shortfall in delivery. We also delivered an extra 10 leads as overage with our compliments.

Feedback



The client was satisfied with the campaign and has since booked multiple campaigns for the same client expanding to different profiling across multiple regions.

2021

Case Study

On-Demand Webinar for Data Storage Brand