

# Case Study:

## USA Software Developer

### Brief

To promote an industry whitepaper for a leading Software Company to IT Professionals across the EMEA region to a TAL (Target Account List)

### Targeting

We identified suitable job titles including IT Manager, Security, Dev Op's, IT Director and CIO's. The data was further enhanced with DDI's/Mobile ..

### Timeline

The campaign spanned across twelve weeks and included calling into EMEA. We managed follow up E-mail campaigns which were translated into the relevant language.

### Cascade

All leads were delivered to the client on a sliding scale. No leads were thrown away and BANT qualified leads were booked as online demos.

### Results

Over 350 leads generated and 52 demos booked across the duration of the campaign. This resulted in repeat bookings for the next three quarters of the year

### Data

The TAL was cross referenced with our EMEA database with a match rate of 72%

### Action

Working closely with the client we identified the key advantage of the Whitepaper to promote to the prospects

### Qualification

Leads were called and qualified with a high level of QC, combining research and verification across LinkedIn and other platforms.

### Verification

Leads were submitted in real time and de-duped against the clients existing database.

### Feedback

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

Head of Demand Generation EMEA

# 2021

## Content Syndication & Lead Generation Programme