

Advanced Market Success for SAAS Provider through CBI-X Lead Generation Campaign



THE CLIENT

The Client is a software industry underdog joining a little after everything was already in place in the industry space. Bigger companies dominated the scene where businesses were enjoying the rapid trend and wave of software integrations.

	INDUSTRY	Software
	LOCATION	California, USA
	HEADQUARTERS	California, USA

	CAMPAIGN TYPE	Lead Generation and Appointment Setting
	TARGET INDUSTRIES	E-commerce /website reliant businesses
	TARGET LOCATIONS	Entire USA
	TARGET DECISION MAKERS	Business Owners, Ecommerce Managers, IT Manager / Director, Chief Financial Officer, Finance Manager

HIGHLIGHTS

- ✔ Successfully completed a 6-month Appointment Setting campaign for a leading innovative SAAS company.
- ✔ Outbound activities greatly increased the Client's reach in the software industry space. The Client was able to rise a bit higher and levelled with big competitions in the market.
- ✔ Generated highly convertible leads other than the sales qualified leads with scheduled appointments.
- ✔ 77 Sales-Qualified Appointments 103 Qualified Prospects Requested for Information 572 New Social Media Connections 25 Highly Convertible Marketing Qualified leads

CHALLENGE

It was a real challenge for them to stand out in the software space until when there was a little mix up in multi-apps usage like systems not syncing, issues regarding strayed data and high cost of maintenance and developments sprang up in the market. The Client had the solutions to the problem, what they needed was to be able to broadcast these solutions and let them reach their targets in need.

RESULTS IN 6 MONTHS

77
total appointments

25
highly convertible leads

103
requested for more information

572
new social media connections

THE CBI-X SOLUTION

With the Client having the solution for their market, CBI-X had the solution for the Client's challenge. CBI-X worked hand in hand with the Client to create and manage a campaign that's fit to their needs. A two-term lead generation campaign was closed which composed three work phases:

Account Research, Selection, and Prospecting

CBI-X and the Client work on the list of prospects to be used in the campaign. The list went through thorough profiling, manual validation, and verification to make sure it follow the requirements of the Client.

1. The Client wanted to target companies that were either currently evaluating or evaluating within six months, and has in place or projected budget for the upgrade. The target account specifications were further detailed into prospects with a need for a SAAS based solution.
2. With CBI-X's very rich database, a record count and list targeting was conducted. The list that was produced was then manually verified and validated by the in-house research research and database team to make sure that it will be the best prospect list to use for the campaign. Target prospects decision makers were Business Owners, Ecommerce Managers, IT Manager/Director, Chief Financial Officer, Finance Manager.
3. This list was then forwarded to the Client for their approval.

Multi-touch, Multi-channel Outreach

1. Companies targeted for this campaign are very much present in different modern channels like online, social media, and ofcourse the communication currency of the web - email.
2. CBI-X's Multi-touch Multi-channel Account Based marketing process was the best solution to reach out to the Client's market. Prospective buyers were contacted based on the need, timeframe, and budget.
3. All qualified prospects were registered to follow the campaign's overall cadence where prospects become leads by connecting with them in six different channels: voice, email, mobile, social, chat, website.
4. CBI-X's SMART Calling tool made each outreach count. The tool made it possible to know when the right time to call and connect is with tool monitoring automatic notifications for every email open, website visit, and other activities in the customer's buying process.

RESULTS

Overall, the two-term Appointment Setting campaign produced a total of 77 appointments counted as sales-qualified leads, 25 highly convertible leads that require further nurturing, 103 requested for more information and 572 new social media connections.

CALL

USA +1 310.929.1787

EMAIL

info@cbi-x.com

