

How an IT enterprise made 570K in revenue with a Multichannel Appointment Setting Campaign

"This is one of our most successful marketing campaigns ever. The product survey was extremely focused and helped us get the right insights needed to enhance our competitive strategy. Way to go Span Global Services! We are definitely incorporating your strategy intelligence as part of our quarterly plans."

- Carolyn Leslie, Global Sales Manager

500

Survey Form- fills

84

Hot Leads from
Tele-Calling Campaigns

78X

ROI Growth

Client

The client is a software enterprise that helps teams at 10,000+ global companies—SMBs and large-scale enterprises—collaborate, plan and schedule resources, manage budgets, and track time directly from their daily workflow. They are one of the largest, award-winning, top-selling developers in the Atlassian ecosystem

Challenges

- Lacked competitor intelligence to derive ROI-focused counter strategies
- Lead Generation had taken a massive hit
- Negligible results from campaign efforts
- ROI was at an all-time low even with the best competitive pricing

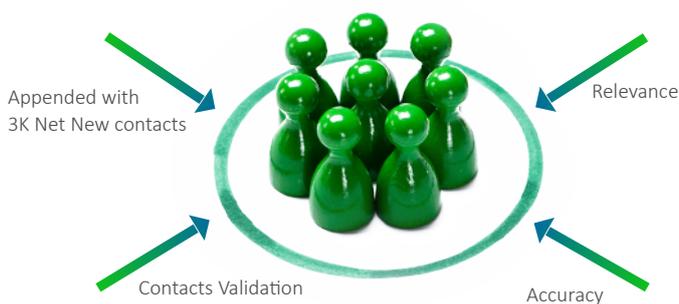
Solutions Offered

Targeted Datasets

27 K contact database segmented as per the client specifications, based on Geography, Company IT budgets, C-level Professionals, Decision Makers, Influencers & Projects Leaders



27 K contact database



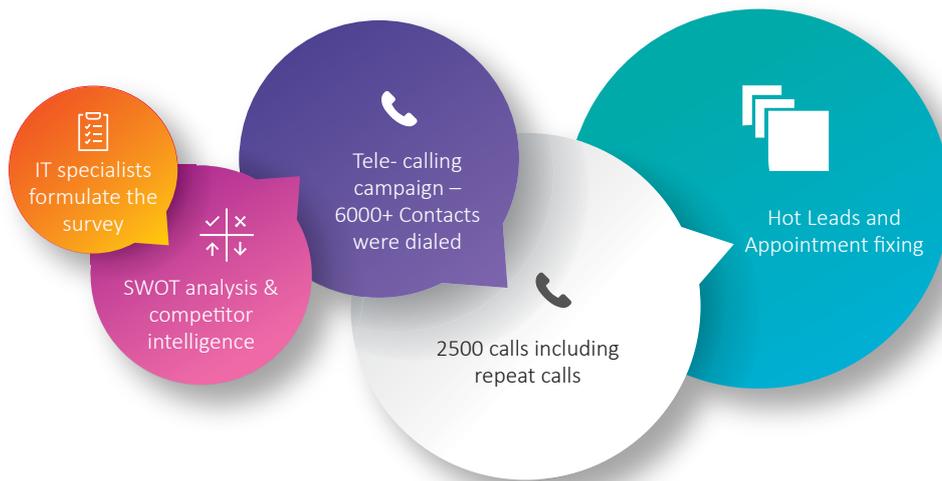
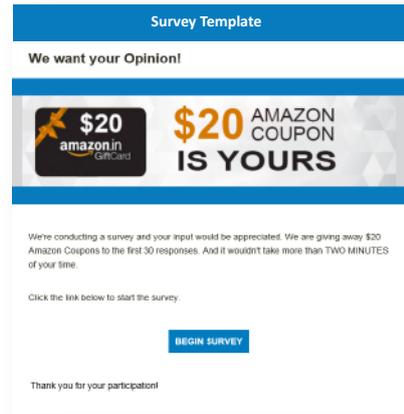
In-house Data Enrichment

Data Enrichment & Net New Data

Their in-house data was enriched for relevance, accuracy & contacts were validated. Inactive contacts were appended with 3K Net New contacts

Multichannel Appointment Setting

- Survey – Our team of questionnaire accordingly. The objective was to arrive at a SWOT analysis and derive competitor intelligence to formulate a counter strategy. Each of the survey respondents was rewarded with a gift coupon that helped to increase survey form-fills.
- Tele- calling campaign – 6000+ contacts were dialed in a month by 10 of our in-house tele-calling experts. The target profiles included decisions makers and influencers who were keen on receiving preliminary information regarding the product offering via emails. Additionally 2500 calls were committed every week including repeat calls to enhance the follow-up process.



Results



The results are presented as five trophies on a green and blue background. Each trophy is accompanied by a specific result:

- Received a whopping 500 survey form fills
- 68% increase in prospect engagement with more than 50% decision maker profiles
- 84 hot leads with confirmed appointments
- 78X ROI growth
- 570K in revenue via Multichannel Appointment Setting

As a proactive initiative the client has already initiated their second level Multichannel Appointment Setting campaign with Span Global Services and is keen on collaborating with us as their marketing strategist.

