

CASE STUDIES

HP

1,000
leads

The Global Campaigns utilize collateral to communicate with contacts about HP offerings and thought leadership. The objective of the Global Syndication effort is to serve as 'feeders', creating further leverage of first touch assets to drive incremental responses. Syndication drives leads directly to SFDC for SDR follow-up.



QUALIFA SOLUTION

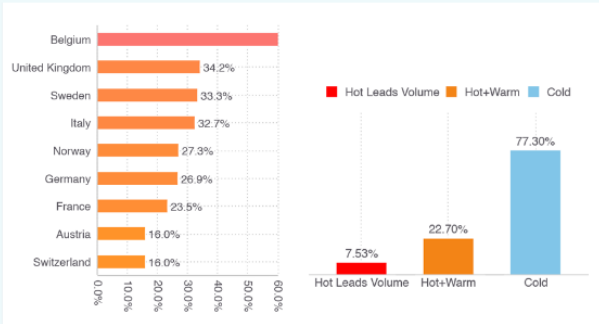
Qualifa identified the target personas relevant to HP's four product pillars - SPM: Service Portfolio Management, ACM: Automation Cloud Management, ADM: Application Development Management and BSM: Business Service Management. Our pan-European approach, across 10 major countries allowed us to identify key target markets and trends. To further assist SDRs, we asked a series of questions to score each lead and prioritize their needs, allowing a timely and appropriate follow up to maximize every opportunity. The lead scoring campaign classified buyers as hot/warm/cold, based on their need, authorization, time frame and readiness to engage with Sales.

OUTCOMES

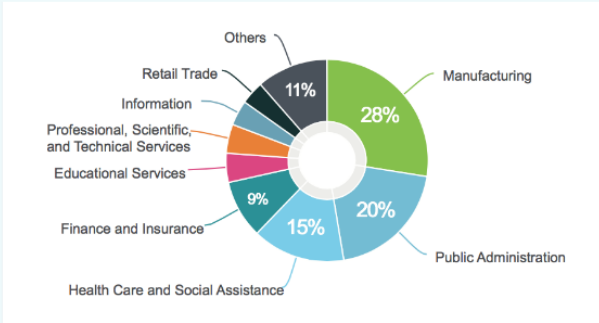
The results were fantastic, of almost 1,000 leads, 8% were hot and 15% warm.

Our post campaign analysis enabled us to identify which products resonate best in which country, who the key decision makers are and which types of organization generate the hottest leads. From this intelligence, we have ascertained sweet spots and conversely recognized audiences to place less focus on. As we progress each quarter, ROI is set to rocket!

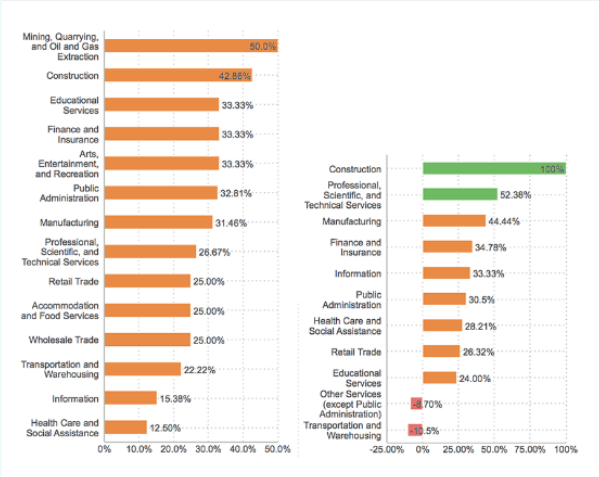
INSIGHT



Left: Maturity Rate, Right: Overall Lead Scoring



Industries



Left: Maturity Rate, Right: Interest Rate