



CASE STUDIES MITEL

\$2.4 million
pipeline built

DETAILS OF THE CAMPAIGN

Mitel approached Qualifa to execute a Content Syndication campaign.

Based on Qualifa's campaign success and experience in the French region, advice was provided around target industry sectors and job titles to ensure the campaign performed successfully.

For an investment of \$19,400, Mitel have successfully built \$2.4million pipeline in the French region.



WHAT THEY SAID



I have worked with Qualifa on a number of demand generation campaigns in 2017 and I've been very pleased with the results we've seen.

We have generated several million dollars of pipeline for a very competitively priced investment and the return in terms of pipeline to budget is compelling.

I have now booked more campaigns with Qualifa for 2018.

I certainly recommend Qualifa based on my experience.



Colin Mann,
Global Demand Generation, Mitel

LEAD FUNNEL THE QUALIFA WAY

CONTENT SYNDICATION



MQL



SQL



APPOINTMENTS



LEAD NURTURING