

Global Lead Management

Client is a global technology leader that operates in more than 170 countries around the world. The brand has been synonymous with innovation since its inception 70+ years ago. From consumer personal computers and printers, to software that delivers simplified operations and increases agility for businesses, It continues to drive product innovation in its core markets, with a focus on cloud, security, and big data.

Challenges

- Client lacked globally integrated system and strategy for campaign and lead management
 - Sophisticated segmentation strategies and capabilities
 - Multiple, non-integrated digital and offline customer interaction data sources
 - No customer portfolio management
 - Disconnected sales and marketing processes

Tactics

- Built a single marketing datamart, integrated with client's lead management and other contact databases to enable complex segmentation and analysis of customers and prospects
- Defined and implemented business rules to clean, validate, standardize and append data
 - Managed ongoing execution of integrated campaigns to drive demand generation
 - Enabled customer intelligence best practices

Results

400
Campaigns per quarter

400,000
New leads

400%
Increase in lead-to-opportunity conversion

- Reduced processing cost per lead from \$1.10 to \$.08
- Dramatic increase in targetable contacts for campaigns



About QuickPivot™

QuickPivot is the leader in real-time cross-channel marketing automation and services for B2B and B2C enterprises. QuickPivot delivers insight plus channels plus content in one marketing platform to enable marketers to listen, connect, learn, and adapt to the changing needs of customers. For more information, visit www.quickpivot.com, or call +1-617-880-4000, or email info@quickpivot.com.

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