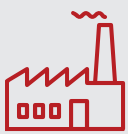


Driving Demand Generation with Measurable Results for a Global Software Giant



ABOUT THE CLIENT:

The client is a global software company specializing in design, automation, and product lifecycle management solutions.



INDUSTRY FOCUS:

Automotive, Machinery,
Electronics, Marine,
Energy, and Aerospace.

GEOGRAPHY FOCUS:

Global



OVERVIEW:

The client is expanding its business at an exponential rate. To aid the growth pace, the client was looking for a partner who can consolidate its outbound strategy with content-driven engagement.

With global outreach capabilities, strong creative team, and a robust lead generation engine, Datamatics Business Solution emerged as the preferred ally to meet their business requirement.



OBJECTIVE:

The business ask was to significantly boost audience interactions through various assets – akin to recorded webinars, whitepapers, e-books, analyst reports, Etc. The end goal was to convert these interactions into business opportunities. The client was looking to grow these engagements multi-fold through digital outbound campaigns.

BUSINESS CHALLENGES:

The key business challenges for the client were –

- Unorganized and dated marketing database
- Lack of relevant targeting for the abundance of content
- Overburdened internal marketing team with campaign execution challenges
- Higher unsubscribe rates

SOLUTION OFFERED:

With our global outreach capabilities, creative lead gen team, and a robust lead generation engine we were able to –

- Design and execute **persona-driven** email marketing campaigns
- Conduct **A/B testing** with different asset types to arrive at audiences' consumption patterns
- Leverage a combination of a large legacy data universe and **custom research** for higher engagements
- Be compliant with **GDPR & Data Protection Act** guidelines to minimize regulatory risks and audience opt-outs

STUDY APPROACH & METHODOLOGY:

Our approach & methodology towards tailoring the solution for the client included –

- Focus on multiple industries and a variety of personnel including engineering, design, manufacturing, technology Etc.
- Segmenting the datasets basis client provided personas with different messaging for each function
- Creating crisp email copies, microsites, landing pages, and hosted client content to drive audience through email marketing
- Using organic data through intent marketing, digital footprints, behaviour patterns using in-house AI/ML tools
- Hosting multiple assets on a single landing page to capture audience preferences and asset performance

BUSINESS GAINS:

Through our carefully curated approach and methodology, the client was able to –



ACHIEVED
increased
engagement



HIGHER
responsiveness
with target audience



HIGHER
market visibility

KEY BENEFITS:

The key business benefits we were able to deliver include –



140%
increase in CRM
engagement with
15,000+ new leads
during a 6-month
campaign period



~35-40%
cost advantage due
to competitive pricing
to the client



**PRIORITIZATION
& CREATION**
of preferred content
types using campaign
analytics

ABOUT DATAMATICS BUSINESS SOLUTIONS

Datamatics Business Solutions is a technology-driven outsourcing partner for global enterprises. We serve global Fortune 1000 companies, growing enterprises, and start-ups with our bespoke research and consulting services to accelerate their demand generation initiatives. We have a proficient workforce of 600+ research professionals empowered by advanced AI-based data capabilities.

With over 200K hours of research and consulting support delivered to a client base spread over 30+ countries, we address the B2B demand generation requirements of our client base with utmost precision.