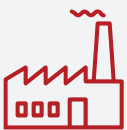




## Accelerating Customer Acquisition with **BANT QUALIFIED LEADS** for an Enterprise Software Leader

### ABOUT THE CLIENT:

The client is a multinational software giant that develops enterprise software to manage business operations and customer relations. They are the world's leading enterprise resource planning software vendor serving Fortune 500 companies, global corporations and tech firms.



**INDUSTRY FOCUS:**  
IT

**GEOGRAPHY FOCUS:**  
Global



### OVERVIEW:

The client was keen on generating highly-qualified BANT leads in the North American market. However, their lead generation and customer acquisition strategies were falling short of targets. They were finding it difficult to scale up their processes to increase the market penetration. The client requirements were to build a scalable model that can help them reach a wider audience, understand customer buying propensity and monitor the campaign performance.



### **BUSINESS NEEDS:**

- Generate B-A-N-T (Budget, Authority, Need, Time) qualified leads
- Increase the reach in North American market
- Improve the process scalability
- Enhance marketing campaigns' performance
- Targeting customers with high buying propensity



### **DATAMATICS SOLUTION**

We deployed a dedicated team of experts to analyze the gaps in the client's current customer acquisition process. These insights were used to develop a scalable model to validate customer demographics, run and govern customer acquisition campaigns and monitor other processes. We successfully increased the number of BANT-qualified leads in the client's preferred geography.

### **THE SOLUTION HIGHLIGHTS:**

- **Defined and validated buyer demographics** as per product, industry, title & buying propensity.
- **Designed a push & pull campaign strategy** across email, voice, affiliated marketing and social media platforms.
- **Built a BIC (Best-in-Class) delivery model** to sync complexities and deliver a scalable program.
- **Created an end-to-end framework** that would govern the campaign strategy including operations, reporting, billing, communications and escalations.
- **Ran an initial pilot program** for 2 months to validate the campaign strategy.

## BUSINESS GAINS:

With a clear-cut segmentation, engaging content and meticulous campaign strategy, we were able to set up a mechanism to meet the clients' business demands. Here are some of the key benefits -

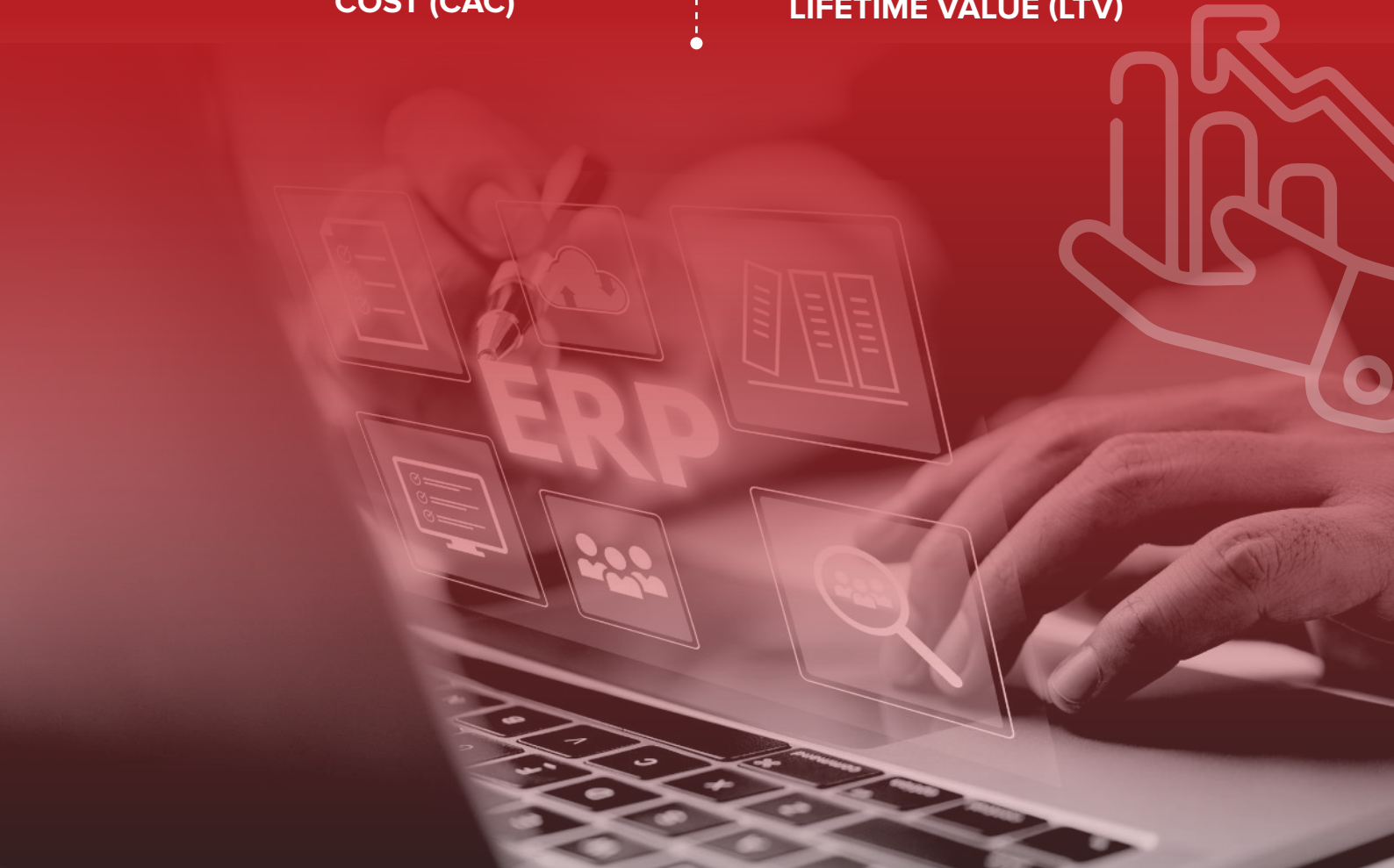
Created a  
**HEALTHY PIPELINE**  
of BANT qualified leads

**SAVED OPERATIONAL  
TIME SPENT** on  
promoting content

**45% INCREASE IN ROI**  
with regular calibration  
and innovation

Reduction in the  
**CUSTOMER ACQUISITION  
COST (CAC)**

Improved **SALES  
VELOCITY AND CUSTOMER  
LIFETIME VALUE (LTV)**



## 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.