

Increased Top-Line Revenue with Precision Targeted MQL Campaigns

CAMPAIGN SPECIFICATIONS

 Campaign Type MQL	 Methodology Content Syndication
 Target Audience IT Manager, IT Director, VP (IT), CTO, CIO,	 Target Industry All Industry Types except NGOs, Hospitals and Real estate
 Target Location US & Canada	 Target Size 50-2000

ABOUT THE CLIENT

The Client is a US-based global provider of integrated information technology and software services. The Client specializes in digital transformation, helping enterprises worldwide evolve their core by leveraging automation, application development and management, and infrastructure solutions.

THE CHALLENGE

The client had big goals – to capture more MQLs, create better alignment between marketing and sales, to increase their conversion and increase their ROI.

Prior to UnboundB2B, the client used their in-house team to generate MQLs through endeavours such as blogging and social media. The company found it challenging to generate the required number of leads using this model, as they were in a saturated marketplace and recognised that they needed to change their approach to supercharge growth and generate more MQLs.

UNBOUNDB2B'S SOLUTION

Through their research, they discovered UnboundB2B realising that they could partner with UnboundB2B to generate quality MQLs and focus their time and resources on the development of the software services.

UnboundB2B worked with the client and identified **Unbound Content Syndication Programme** would be perfect as per their needs. UnboundB2B designed a content syndication model, considering the client's goals and syndicated their content smartly across the largest B2B network.

UnboundB2B used 3 channels to promote the content:

- **Tech Research Online**, publishing website of UnboundB2B, which have a huge traffic of tech people. UnboundB2B used it to identify potential prospects which engaged with the client's or similar content in the website.
- To amplify the reach of the client's brand and services and to identify potential prospects, the content was posted in Social media platforms of Tech Research Online like LinkedIn, Twitter, Facebook, etc. where the content received good engagements and the prospects were identified.
- **Email Newsletters** to huge subscriber base of Tech Research Online and to the identified prospects who showed interest in the content at website or social media platforms.

UnboundB2B's AI- powered automation tools identified and tracked each prospect's activity across every channel and identified each prospect's buying stage based on their engagement and type of content they engaged with.

The identified contacts were further nurtured with the relevant content, based on the data and automation tools of UnboundB2B.

915
MQLs Generated

138%
Increase in MQLs

104%
Increase in
Conversion Rate

RESULT

The client has been able to increase the impact of its content and their online reach, driving 138% more quality MQLs from different channels.

UnboundB2B's network helped the client in building better brand recognition and generated 915 quality MQLs.

The client's sales team used data tracked by UnboundB2B automation tools to nurture these high-quality MQLs based on their buying stage and converted them later on. This increased their conversion rate by 104%.

The client looks forward to the future with UnboundB2B and plans to continue to leverage its lead generation and nurturing activities to the next level by opting for UnboundB2B Account-Based Marketing programme.

"We've achieved our target MQLs each quarter since we partnered with UnboundB2B. Our sales teams see very good response on the MQLs and have an increased conversion rate."

-VP of Marketing

ABOUT UNBOUNDB2B

UnboundB2B is a Lead Generation company that provides end-to-end sales enablement services from Database Management to Appointment Setting.

Contact us

