



CASE STUDY

How a SaaS Company Penetrated Market For Their New Service Using **CONTENT SYNDICATION**

ABOUT THE CLIENT

The client provides an integration platform that helps in connecting applications, devices and data in on-premises and cloud to create connected experiences faster.

CAMPAIGN SPECIFICATIONS



Campaign Type

MQL



Target Location

North America & EMEA



Methodology

Content Syndication



Target Industry

All Industries except Non-profit Organizations



Target Audience

CTO, CIO, VP of Information Technology, AVP of Information Technology, Director of Information Technology, Head of Information Technology, Information Technology Manager, SAP Manager, Assistant It Manager, SAP Project Manager, SAP Developer, SAP Architect, SAP Specialist, SAP Lead



Target Size

100 - 5000

THE CHALLENGE

The client launched an integration service for SAP users recently. The SAP integration service was designed to provide easier migration and accelerate SAP integrations with different platforms.

The client was looking to create brand awareness for their new service but identifying a user base using SAP and targeting them effectively out of a large audience in different industries was a challenge for the client.

The client decided to outsource the lead generation part of their sales process. After a long process of selection for lead generation vendor, UnboundB2B came out to be their best choice.



HIGHLIGHTS

- Increased awareness of the client's new service which helped them in creating a brand value and increased conversion.
- Created new opportunities for the client which helped them to increase customer acquisition.
- Successfully completed a 3-month MQL Lead generation campaign for a client who was looking to capture a new market.



4028
MQLs
Generated



257%
Increase
in ROI



78%
Conversion
Rate

UNBOUNDB2B'S SOLUTION

UnboundB2B suggested UnboundB2B's Lead Generation Programme-MQL to the client based on their goal.



UnboundB2B's Lead Generation Programme-MQL is a solution for those enterprises which are looking to generate brand awareness or product/-service awareness and are looking for the top of the funnel leads for their sales pipeline

UnboundB2B created a multi-channel plan to disseminate the client's content.

UnboundB2B used Tech Research Online, publishing website of UnboundB2B, which have a huge traffic of tech people. It was used to identify potential prospects who engaged with the client's or similar content on the website.

UnboundB2B also used its huge database to target the right audience on emails and social media.

UnboundB2B's AI-powered automation tool was used to identify and track each prospect's activity across every channel which helped in identifying each prospect's buying stage based on their engagement and the type of content they engaged with.

Email newsletters and personalised emails were sent to the qualified prospects to further nurture the prospects and filter out the prospects that were not interested.

RESULT



Dashboard



Admin ▾



4028

Total Leads Generated



257%

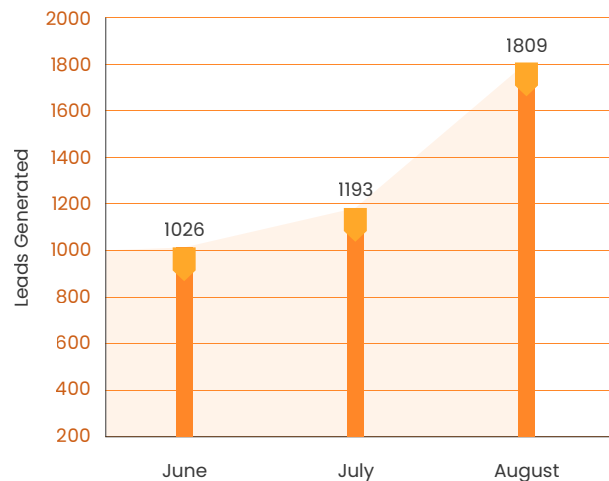
Increase in ROI



78%

Conversion Rate

Monthly Analytics



Region Wise Leads Generated

• **1611**
EMEA

• **2417**
North America



Channel Performance

■ **Email** **2008**

■ **Direct** **1045**

■ **Social** **975**

- UnboundB2B's network helped the client in creating product awareness of their new product and generated 4028 quality MQLs.
- The client was able to convert 78% of the quality MQLs which increased their ROI by 257%.

ABOUT UNBOUNDB2B

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

Let's Connect