CASE STUDY

Augmented Sales Funnel With Multi-Channel Prospecting

CAMPAIGN SPECIFICATIONS

Campaign Type

MQL

Methodology

Content Syndication (ABM)

Target Audience

CISO, CIO, CTO, VP (IT Security), Director (IT Security), Information Security Director, Head of Cyber Security, IT Security Manager, Information Security Manager, Cyber Security Manager

Target Location

US & Canada

Target Industry

All Industry except education, government organizations, and construction

Target Size

100–2500

ABOUT THE CLIENT

The client is a global cybersecurity company that delivers a wide range of services such as cloud security, network security, vulnerability assessment, penetration testing, endpoint protection, cyber intelligence services, etc.

THE CHALLENGE

The client launched new enterprise security services and was looking to promote them. The client was also looking to educate their target audience about the latest security trends and how their services can help them.

Although they regularly send out updates about their content, services and events like webinars and in-person events using different channels, the result did not match with the client's goal of generating more than 500 MQLs/ month.

To speed up the content dissemination to the target audience and generate more leads, the client decided to hire a third-party provider who can help them to grow their sales pipeline.
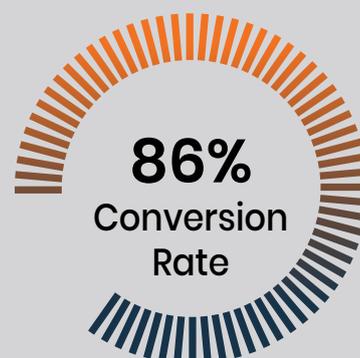
HIGHLIGHTS

- Created opportunities for the client to engage with the new sets of target buyers.

- Prepared target account list that was likely to convert based on the client specifications.

- Targeted prospects with hyper-personalized campaigns using a multi-channel approach.

3918
Total Leads Generated

271%
Increase in ROI

86%
Conversion Rate

UNBOUNDB2B'S SOLUTION

Based on the client's need, UnboundB2B recommended the **"Unbound Content Syndication Plan (ABM approach)"**, which can meet the client requirements.

UnboundB2B worked closely with the client to understand the target audience and created a target account list based on the specifications.

UnboundB2B devised a Multi-Channel ABM plan which includes: email, web and social media to increase the content reach and engagement.

UnboundB2B used its Content Syndication Network, one of the largest B2B network of tech professionals, to distribute the client's content which includes: whitepapers, eBooks, case studies, etc.

Every prospect's activity was tracked using UnboundB2B's AI-based analytics tool to create a detailed profile of prospect which was later used to target them with the personalised content.

UnboundB2B also used its social channels and email to target the accounts based on a target account list which helped in better profiling the prospects and increased the content engagement.

The qualified leads from these channels were pushed into the client's CRM in real-time, which helped the client's sales team to nurture the leads at the right time.

RESULT
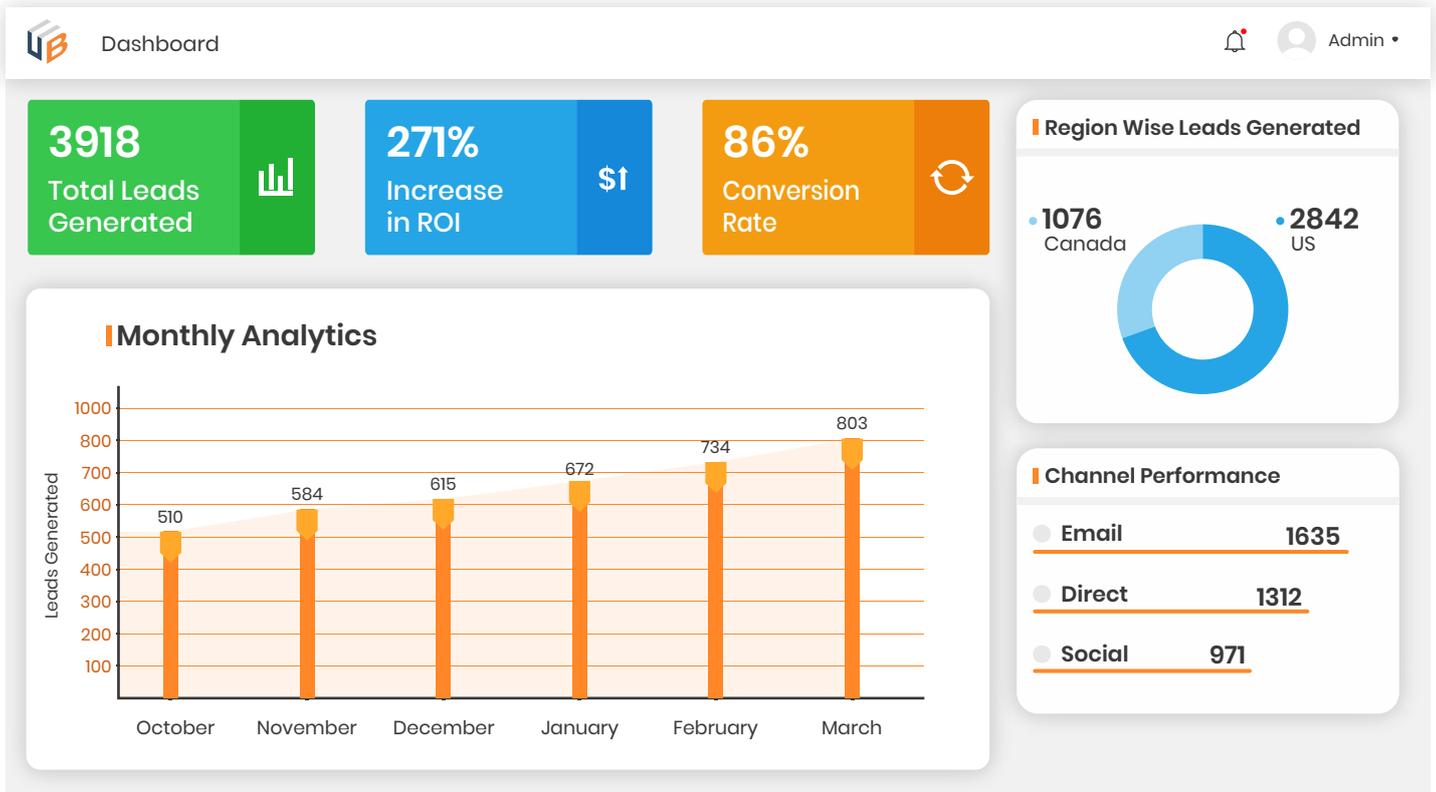
- UnboundB2B's Content Syndication Network helped the client to increase brand and product awareness.

- UnboundB2B generated 3918 leads (MQLs) in 6 months which boosted the sales pipeline of the client significantly.

- 86% of these MQLs were converted by the client's sales team in the next 3 months.

- The launch campaign of new services by the client was successful due to increased awareness and quality leads.

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