



UNBOUND B2B

CASE STUDY

Revamped Sales Pipeline with High Quality Leads and Targeted Prospecting



CAMPAIGN SPECIFICATIONS



Campaign Type

HQL



Methodology

Account - Based Marketing



Target Audience

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



Target Location

US



Target Industry

All industry type



Target Size

250 - 2000

ABOUT THE CLIENT

The Client is a global leader in cybersecurity, anti-ransomware, disaster recovery, storage, and enterprise file sync and shares solutions.



THE CHALLENGE

The client was expanding its business and was looking for HQLs- potential buyers that need Cyber Security services or were willing to change.

With its network, the client had little success in generating business from any outbound campaign. And the leads generated by the inbound campaign were not up to the mark.

The other challenge was the misaligned sales and marketing team, the leads generated by marketing were not properly nurtured by their sales teams.

This made their marketing efforts useless. Realizing that the traditional marketing efforts were not getting HQLs, the client determined that to expand they need to highly target their campaigns to the right audience.

HIGHLIGHTS

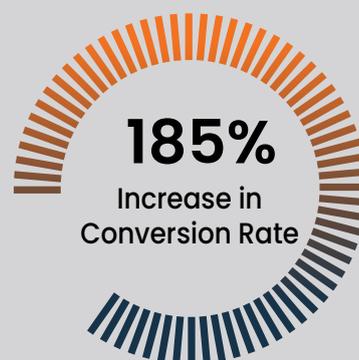
- Successfully completed a HQL campaign using the ABM approach.
- Created new opportunities for the client which helped them to increase customer acquisition and retention.
- Created a list of best-fit accounts and delivered highly qualified prospects.



812
Total HQLs
Generated



116%
Increase
in HQLs



UNBOUNDB2B'S SOLUTION

The client discussed their position with UnboundB2B's team. UnboundB2B recommended **UnboundB2B ABM Programme** which is designed to create a personalised path for the target audience.

In close alignment with the client's sales team, UnboundB2B created an ideal customer profile and focussed setting up an account for every prospect, creating a personalised experience for each account and developed targeted sales and marketing messages for every account.

Using UnboundB2B's predictive analytics tool, UnboundB2B was able to analyse each account and predicted each account's stage of buying journey.

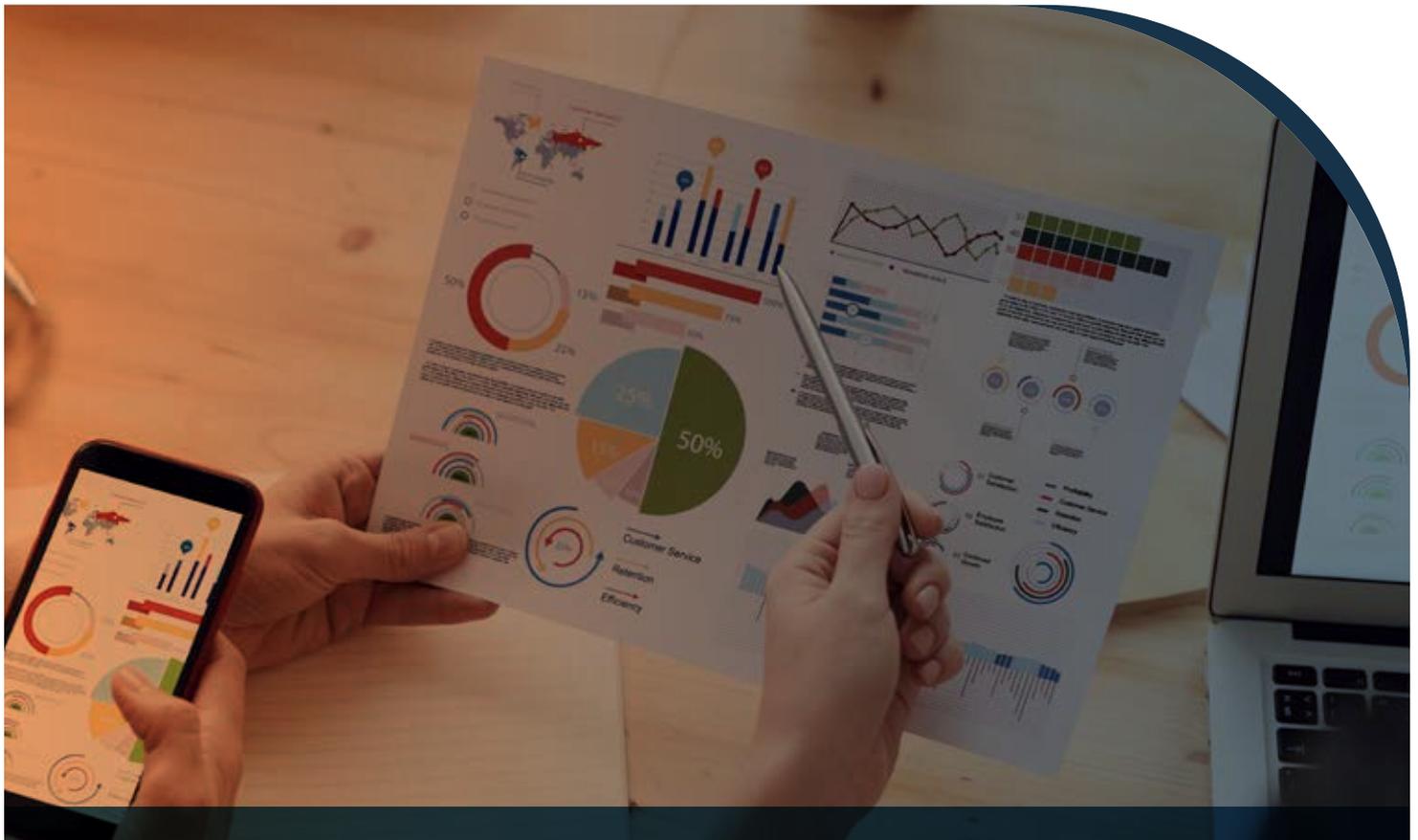
UnboundB2B created unintrusive touchpoints for each account. UnboundB2B ensured that each account receives highly personalised emails that match with the ABM strategy. Based on the buyer's journey, the right call to action was sent to each account in emails.

UnboundB2B's AI-Powered automation tool tracked each account's activity in emails and determined account's interest and narrowed down those who were in the consideration phase of buying journey. An automated email was sent to these accounts to have a quick call with UnboundB2B's experienced and certified SDR.

The SDRs called those prospects who accepted the invitation and understood the client's needs and problems and confirm for the future collaboration.



RESULT



- UnboundB2B generated 812 HQLs in 3 months, resulting in a 116% increase in HQLs.
- With the highly convertible leads, the client's conversion rate increased by 185%.

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