

Business Analytics Company

About the Company





The Company specializes in building the most intelligent analytics and user friendly business analytics. Based in Virginia, USA; the Indian office is situated in Bangalore. Their sophisticated services include natural language search, predictive analytics and interactive dashboards.

Problem Statement:

Despite their wide base of customers, they needed assistance in list building, online lead generation with profitable output and also cold calling the eminent spokesperson of a given company with whom business deals maybe negotiated.



Proposed Solution

-  After a detailed survey, the target segments were identified and campaigns designed befitting their needs.
-  A custom made B2B list consisting of profiles of only the Business Analytics was created. The list pertained to industries like Retail, Fashion & Apparel and e-learning segments.
-  Emails with a sound content were created for personalized and mass email marketing campaigns.
-  Strict attention was paid to the execution part of the campaign in terms of scheduling and planning, which would determine the end result.

Result

- In less than 2 months, 30+ pilot customers were generated through campaign management and follow up.
- There were 100X improvement in the number of meetings provided and finalizing appointment setting.