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.

30+ Pilot Customer

2 Months

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.