

CLIENT CASE STUDY SNAPSHOT



Lead Nurturing Campaign

Client Profile

Founded in 1997, this client is the global leader in enterprise brand protection software. More than half the Fortune 100 depend on this firm to help safeguard their brands online.

Program Objectives

- Improve email and direct mail response rates
- Increase target market penetration and brand awareness
- Clean and validate target database to support future marketing efforts
- Track results and demonstrate positive ROI

Success Snapshot

- The cost per “sales-ready” lead was reduced by 53%: \$384 vs. estimated \$713
- The selling pipeline produced 92% more sales value: \$2.7M vs. estimated \$1.4M.
- DMP’s lead nurturing program improved response rate by 100% over current levels.
- Achieved significant market penetration and expanded brand awareness of the client’s brand and intellectual property protection solutions.
- Achieved sales pipeline valuation ROI of \$132 to \$1.

Lead Nurturing for Sales Success

Client Challenge

This DMP client was investing heavily in email broadcasts and banner ad campaigns. Despite the best efforts of the client and its e-marketing vendors, the client was getting only 2% response rates on e-campaigns.

E-marketing alone was simply not enough to keep the client’s sales pipelines full. In order to drive demand and revenue, they needed a way to quickly engage the other 98% of non-responders with their value proposition and accelerate the conversion from marketing responses to closed deals.

In addition, they needed to build a long-term prospect database and gather market intelligence on their targets needs.

DMP Solution

The client chose DMP to reach out to C-level target prospects, break through barriers of their target accounts, deliver their value proposition and maximize near term sales with a qualified sales-ready lead pipeline.

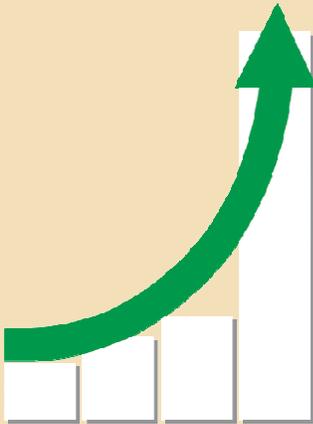
Once Direct Marketing Partners analyzed the target market, our multi-touch, multi-channel Lead Nurturing process became the foundation of this initiative.

The program’s process was as follows:

- DMP designed an offer around the client’s intellectual property protection whitepaper.
- DMP reps reached out to the non-responders and personally delivered our client’s value proposition, establishing a professional dialog and surveying prospects for business needs, level of interest, and fit with the client’s solution.
- Only the highly qualified “sales-ready” leads were routed to the client’s sales team for follow-up.
- Partial and non-qualified “marketing-ready” contacts were asked to opt-in for future follow-up.
- DMP reps nurtured the opted-in contacts with personalized messages delivered in phone and email touch sequences, based on initial survey responses.

DMP’s extensive project analysis discovered optimal touch patterns that enabled the campaign to become increasingly successful over a short period of time.

As the contacts became more familiar with the client’s brand and offerings, they began to qualify at a significantly higher rate than with email alone.



*"DMP hit all their projections . . .
You guys are simply good at what
you do."*

Marketing Manager
Global leader of brand protection
software

Direct Marketing Partners

is an outsourced business-to-business marketing service provider. Through the use of proprietary tools, personalized multi-touch strategies, and unmatched analytics, we specialize in optimizing lead pipelines, accelerating our clients' marketing-through-sales cycles, and achieving measurable, robust ROI. Our core competencies include sales lead generation and qualification, direct and channel partner lead pipeline management, audience acquisition, and database marketing and management.

Project Success

In addition to exceeding qualified lead targets, DMP developed a faster, scalable and replicable process that gave our client the ability to nurture prospects over time and provide a consistent, predictable sales ready pipeline.

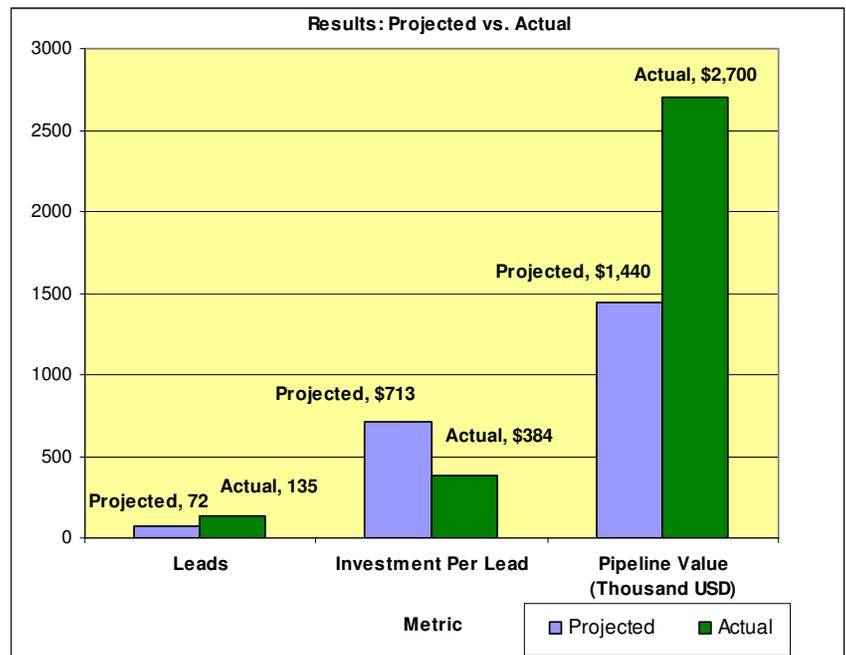


Figure 1: The Lead Nurturing program **exceeded sales pipeline goals by 87%** at 47% of the projected cost per sales-ready lead.

How can Direct Marketing Partners bring you success?

**Call 800-909-2626 x4 or email info@dirmkt.com
to find out today!**

