

CLIENT CASE STUDY SNAPSHOT



Door Opening Lead-Gen Campaign

Client Profile

Anritsu is a global provider of communications test and measurement solutions for existing and next-generation wired and wireless communication systems and operators.

Program Objectives

- Penetrate the sales team's dream account list
- Engage key decision makers with personalized communications
- Set appointments for in-person sales demos of Anritsu's testing solution
- Clean and validate target database to support future marketing efforts
- Track results and demonstrate positive ROI

Success Snapshot

- Set 120 in-person sales demos, each of which was attended by multiple prospects
- DMP's multi-touch, personalized lead-gen program **improved response rate by 425% over prior campaigns**
- Leads from this program yielded **seven digit sales revenues and actual ROI of 41 to 1** (and counting)

Anatomy of an Award-Winning Lead Generation Campaign

Client Challenge

Anritsu was tasked by its sales team to penetrate the largest U.S. wireless carrier accounts. The sales team had a wish list of contacts and accounts where they had been trying, unsuccessfully, to get their foot in the door for years.

Anritsu's target customers were hard to engage engineers that typically spend most of their day in the field, and little time at their desks. Anritsu had targeted these prospects with email and direct mail campaigns in the past, but historically got only a 2% conversion rate from prospect to sales lead.

E-marketing alone was simply not enough to open the door and keep sales pipelines full. In order to drive demand and revenue, Anritsu needed a way to **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

A compelling, personalized, multi-media, multi-touch lead generation campaign was developed to engage these difficult to reach prospects.

The program's process was as follows:

- DMP collaborated with Anritsu and our creative partner to design a personalized multi-version campaign. The campaign had three versions, one for each wireless industry standard.
- The campaign was executed in three phases; first a personalized multidimensional direct mail piece was sent with a life size box that demonstrated the product's compact
- The second phase was a personalized email which drove responders to a personalized landing page (PURL).
- The third phase was a personalized teleprospecting call to both responders and non-responders to the first two phases.
- The call to action for all three touch points was to set an appointment for an in-person demonstration of Anritsu's handheld wireless base station analyzer. Prospects were incented to attend demos with the offer of a free iPod Shuffle (which was preloaded with Anritsu's datasheets and collateral).
- DMP tracked and analyzed metrics from all three touch points and plotted a strategy for the next campaign to be even more successful.
- Over the course of three months, the program produced 120 in-person sales demos: 8.5% of the entire target list

Results from the multi-media multi-touch campaign were well beyond anyone's expectations.



"DMP improved the campaign's overall results by 77%. DMP was essential in producing and tracking sales-ready leads which exceeded our expected results and enabled us to win the ECHO award."

Gina Varela-Domenichini
Global Advertising /
Lead Generation Manager
Anritsu Corp.

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

The multi-media program's conversion rate from prospect to qualified sales-ready lead was **425% better than past campaigns that did not include a teleservices component.**

In addition to exceeding sales-ready lead targets, DMP developed a replicable process that gave Anritsu the ability to drive revenue from desirable but hard to engage accounts.

The program was such a success that it was recognized by the Direct Marketing Association with a coveted Echo Award in the highly competitive Information Technology segment.

With DMP's carefully planned and executed program, Anritsu continues to see ROI results climb as more sales come in. Thus far the program has delivered seven digit sales revenues and a return on the marketing investment of 41 to 1.

How can Direct Marketing Partners bring you success?

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to find out today!**

2009 DMA Echo Award Winner



The International ECHO Awards are produced by the Direct Marketing Association and are considered the Oscars of direct marketing. A highly coveted industry honor, the ECHO is the only comprehensive international direct marketing award recognizing excellence in strategy, creativity and results.