



**Denave's lead generation program helped the technology giant to make significant inroads into SMB space with ~4000 qualified opportunities generated**



## CLIENT

World's leading IT hardware & technology services company



## BUSINESS OBJECTIVE

Main focus of the project was to amplify the opportunity pipeline held by client's marketing division, in the SMB space of SEA market. It comprised of generating BANT qualified leads from SMB segment and handing them over to the MGO pipeline (marketing generated opps) of the client.



## THE CHALLENGE

- ▶ Database limitation in terms of quality and quantity (reach)
- ▶ Lead Quality – A poor quality was impacting the eventual outcome while efforts were still going full-fledged
- ▶ This gradually resulted into a poor pipeline health
- ▶ With a challenge posed on expansion, acquiring net new customer was the ultimate issue



## THE DENAVE EDGE

- ▶ Denave's Whitespace Database technology ensured a strong platform for the tele engine to act upon.
- ▶ A highly skilled and proficient team of program managers was deployed for the program implementation and the team's agility and adaptability to the constant strategy evolution became the cornerstone for the project success.
- ▶ The team worked upon a strong lead propensity analysis which helped them in tapping the untapped SMB customer base in the SEA region.



## PROGRAM REACH

- 📍 SEA Region – Singapore, Malaysia, Thailand, Indonesia, Philippines, Vietnam



## THE RESULT

- ▶ Apx. 4000 BANT qualified leads (and still counting) with +70% acceptance rate
- ▶ ROI of 13x on sales revenues generated from the leads