



NET NEW CUSTOMER ACQUISITION

Denave's intelligent database & telesales engine generated pipeline value of \$5.65m within 3 months



CLIENT

One of the largest managed Cloud Computing company



BUSINESS OBJECTIVE

To tap into the SMB whitespace and generate BANT qualified leads



THE CHALLENGE

Creating net new customers (create pipeline and close) within a stipulated time frame (of 3 months), in the absence of any comprehensive whitespace database



THE DENAVE EDGE

- ▶ Denave's proprietary whitespace database discovery platform helped in acquiring new prospective customers basis the scope outlined by the client
- ▶ Our demand generation capabilities generated BANT qualified leads from the whitespace database for targeted sales



PROGRAM REACH

📍 Hong Kong & Singapore



THE RESULT

Generated 102 BANT qualified leads having a pipeline value of USD 565,000 in 3 months