



**Denave generated 121 leads worth \$1.7M within 3 months in a niche target market**



## CLIENT

One of the largest multinational computer technology corporation



## BUSINESS OBJECTIVE

To increase the demand generation for the Human Capital Management product and to generate 120 BANT qualified leads in a quarter



## THE CHALLENGE

Niche target market (typically Human Resources background) and lack of extensive and accurate database



## THE DENAVE EDGE

- ▶ Denave's Intelligent Database management amped the database and accomplished accurately profiled Human Resource contacts
- ▶ Our team of trained and expert Demand Generation specialists targeted prospects, generated interests and BANT qualified leads and led end-to-end sales closure



## PROGRAM REACH

📍 Australia & New Zealand



## THE RESULT

Generated 121 Leads worth USD 1.7 Million in 3 months