Case Study: Digitisation
Case Study

The Client

Our client is an American global corporation that sells document services and technology products in more than 160 countries worldwide. With revenues of almost $11 billion globally, they are consistently placed in the list of Fortune 500 companies.

The Problem

A review of the client’s approach to generating new business activities identified a need to have more conversations with senior decision-makers, as these would be the people able to begin a review of supplier arrangements and potentially generate business for our client. Previous marketing activity had led with an overtly technical and feature-based message, which did not engage large portions of the prospective audience. This meant that our client’s existing prospect database was too small to allow for real business opportunities. With a small new business team, our client needed a way of creating further inbound enquiries, and ensuring that they were focusing their time and resources on contacting the right people.

The Solution

Media & Marketing Solutions worked with the client’s marketing and new business development team to identify more than 8,000 IT, Facilities & Estates and Operations decision makers from across the Healthcare sector, using the power of our Ingenium community. Using our purpose-built email system iServe, each contact was sent a highly personalised message introducing the services offered by our client. A neutral brand was used to syndicate the content and the email centred on a single call to action, inviting recipients to view purpose-built collateral. Utilising an established and renowned neutral brand allowed us to engage with contacts and organisations that had unsubscribed from receiving communications directly from our client. iServe provided accurate reporting on opens, clicks and forwards, meaning all interaction was trackable. Using this information, our client could better focus their follow-up activity, knowing that the contact had already shown an interest based on the email activity.

The Results

The first introductory email attracted click activity from 152 unique contacts, of which 43 completed a landing page to download the case study asset. The email also had six direct replies from contacts requesting meetings or further information, including one contact calling O2 directly. Our experience shows that only text-based, personalised email will attract this kind of response. The 43 contacts who completed the landing page were followed up directly by O2’s sales team, and the other 109 contacts were called to further develop a conversation by an outsourced telemarketing agency.

The second email promoting the complimentary audit attracted click activity from 118 unique contacts and had 17 direct replies requesting follow-up information on the opportunity. By focusing on contacts who had directly replied, completed a landing page or clicked, the campaign enabled O2 to generate over £600k worth of pipeline opportunities. One of the opportunities converted shortly after the campaign was delivered, and was with an organisation that had no prior contact with O2.

Following on from this project, the new client win prompted a review of O2’s Public Sector data to cleanse and append organisations and contacts. This would ensure that O2 had complete visibility of market opportunities and accurate data to rely on for marketing automation campaigns. O2 have also continued to work extensively on email campaigns with Ingenium to identify and communicate with the right decision makers across the Public Sector to support their new business activities.
The Results

The email campaign attracted **1,500 views**, many of which were as a direct consequence of the email being forwarded. Several inbound enquiries were received from people working in IT roles, who were attracted to the idea of a one-stop solution to their digitisation requirements. This resulted in **new meetings** being arranged with senior executives at several large trusts. By focusing on people who had either clicked extensively or forwarded the email, the telemarketing activity undertaken by the client’s sales team produced additional meetings. These meetings delivered four strong commercial opportunities, with a combined value of **£4.7 million** – **£1 million** of which closed within 6 weeks of the campaign launch.

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**1,500 views**

1,500 views of our email campaign

**£4.7 million in total opportunities generated**

**£4.7 m**

**£1 million closed business within six weeks of our campaign launching**

To see how Ingenium can help your campaign, get in touch today on 0845 094 8567
The Client
O2, the commercial brand of Telefonica, are an enterprise organisation that specialise in telecoms and mobile technologies. In the Public Sector, they help organisations to become more efficient and effective, whilst reducing costs through the delivery of digital services.

The Problem
A review of O2’s business in the Healthcare sector identified a need to re-engage with customers, prospects and suspects to have more conversations with decision makers. Engaging with the right people across the Healthcare sector would help O2 to source new business leads, increase pipeline volume and raise their brand awareness.

The Solution
Media & Marketing Solutions worked with O2’s marketing and sales teams to identify over 10,000 senior decision-makers from our Ingenium data community. These contacts were drawn from relevant job roles across the Healthcare sector, including Clinical Commissioning Groups and NHS trusts.

Using Media & Marketing Solutions’ iServe email broadcast application, each contact was initially sent a personalised, text-based email introducing the services offered by O2 and sharing insight into the work they are doing with another healthcare organisation.

A few weeks after receiving the initial introductory email, each contact was sent another personalised, text-based email offering a complimentary telephony audit. There was also a second opportunity in the email to download the case study detailing O2’s work with a healthcare organisation.

The iServe system provided accurate reporting on opens, clicks, forwards, and completed landing page forms. Using this information, O2’s sales organisation and outsourced telemarketing agency could better focus their calling, knowing that the people they contacted were already interested and engaged. Many of the contacts sourced from our Ingenium community also had a DDI number included in our data, making it much easier to contact people.

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