

Case Study: Communications

INGENIUM



52% of sector completes survey questionnaire

Case Study

The Client

Neopost are a leading provider of mailroom solutions in the UK. As a supplier to the Public Sector, Neopost are the only manufacturer to have served Local Authority purchasing consortia, Central Government and the whole of the wider Public Sector on successive framework agreements for fifteen consecutive years.

The Problem

Neopost sought understanding and insight into the views of senior executives on postal and digital communications, to create specific business plans that met the needs of the target audience. The other issue was that Neopost's prospect database did not allow for the precise yet comprehensive targeting that Neopost needed. The database included incomplete records, for example missing email addresses; it did not cover the entire range of organisations in Neopost's target market; many of the contacts included were not budget-holding decision makers; and many records were simply out of date. Neopost needed to find a strategy that would enable them to communicate with 'C-suite' decision makers, therefore raising their brand awareness as well as generating prospect opportunities.

The Solution

Working closely with Neopost's marketing and sales teams, Media & Marketing Solutions created a bespoke prospect database of over 7,000 senior decision makers across all UK Local Authorities, drawing on our Ingenium data community. Our survey team, in conjunction with Neopost, then created an online survey focusing on 'Postal and Communication Strategies', with a particular aim to gain more insight into the use of frameworks and how organisations buy. The survey was sent via personalized, plain-text emails using our in-house email client, iServe, and was promoted through one of Media & Marketing Solutions' respected neutral news brands.

The Results

The survey generated **249 completed** questionnaires from organisations representing **52% of the targeted sector**, providing Neopost with some insightful information on issues including postal communication strategies, budgets, outsourcing and digitization.

Consequently, Neopost's sales team were provided with all the completed surveys for follow-up conversations. The supplementary whitepaper generated from our survey achieved an **additional 118 downloads**, providing the sales team with a high number of 'sales-ready' leads to follow up.

249

249 completed surveys

118 asset downloads

118

52%

organisations making up 52% of sector completed survey

Marketing Solutions for the Public and Private Sector

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