



DATAMINRCASE STUDY

BACKGROUND

To Improve the
Number of
quality leads
entering the
client's sales
pipeline

The goal of our client's email marketing campaign was to particularly target partners-in-waiting. They were seeking partnerships with businesses that would enable them to grow their customer base. Additionally, the business desired to actively look for new customers that fit their ideal client profile (ICP).



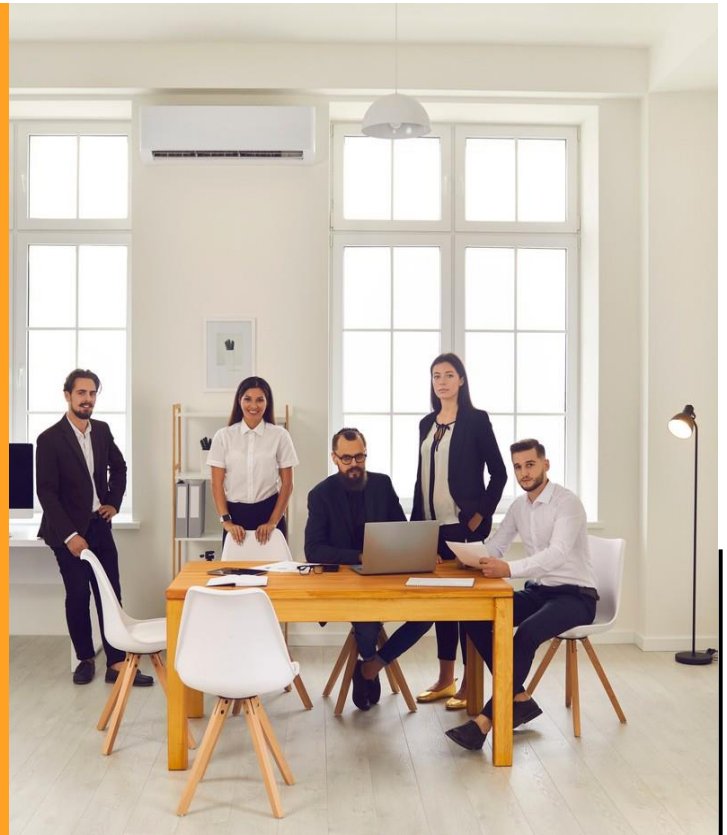
THE GOAL

In order to expand its
business offerings in the
North American region.



TOP QUESTIONS FOR SURETAAS

- Can SureTaas raise its conversion rate and click-through rate?
- How would SureTaas and Team assist us in attaining our goals?



WHY US?

Modernizing physical and cyber security is one of the company's area of expertise. The Client was interested in finding out more leads for alerting solutions and business requirements across several sectors. The development of a plan to raise brand and product awareness for the same was assisted by SureTaas.

THE CHALLENGE

Reaching the Prospect in several industries, especially those that were highlighted in their ICP, proved to be difficult for the organization. They wanted to broaden their target market to include government, healthcare, automotive, BFSI, IT, food and beverage, and publishing, media, and advertising. To do this, they need a thorough knowledge of their intended market and a potent prospecting plan that would thoroughly connect with the market.

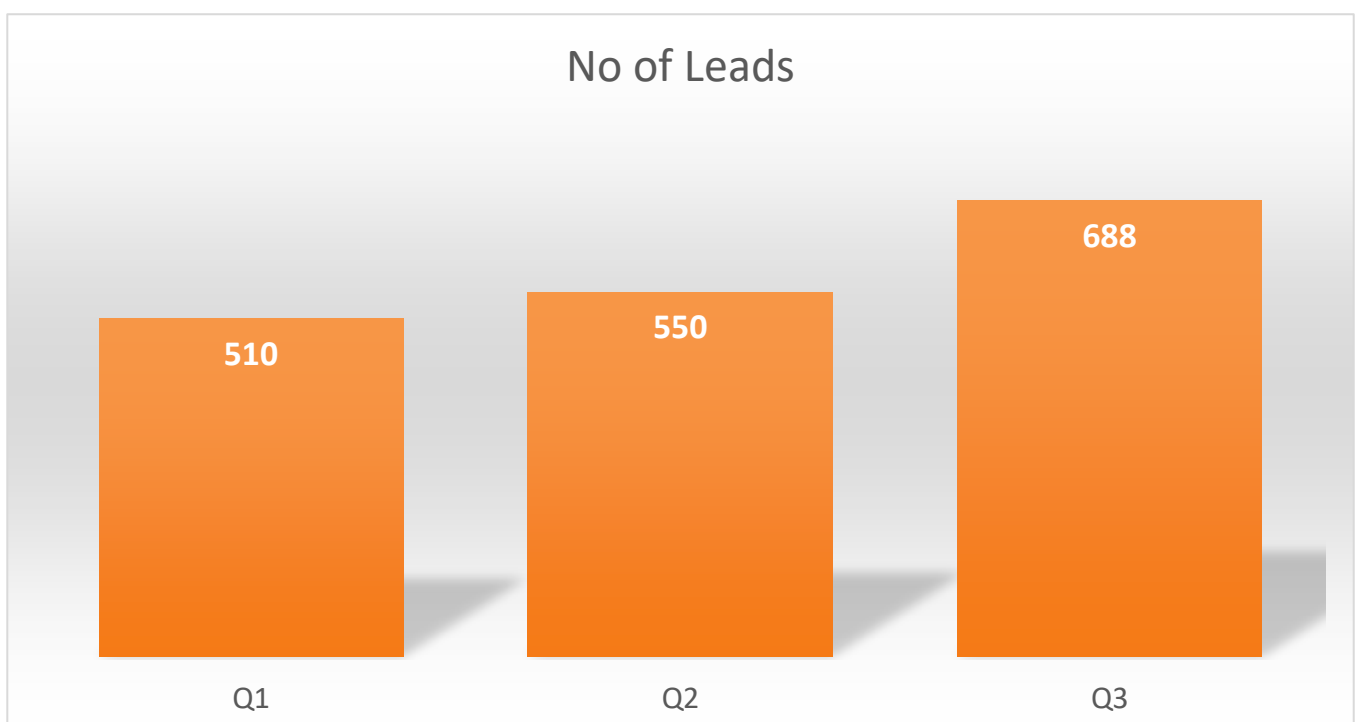
PLAN and APPROACH

1. The SureTaas lead generation strategy helped to engage prospects by demonstrating our client's IT solutions.
2. We utilized our database's Intent account repository and supported lead generation with a planned email marketing and job title acquisition approach.
3. Most of our prospects could be reached by email, email marketing gained us a lot of momentum and raised the click and open rates.
4. For the campaign that ran from the first to the third quarters of 2022, the quantity of leads given rose by 135%.



RESULTS TO DATAMINR

1. The campaign not only assisted our client in determining the efficiency and reporting problems of its clients but also assisted in identifying and resolving the IT Security and cloud security requirements.
2. An increase in the target accounts connect rates
3. Growth rate of 135% in the number of leads in 2022 from Q1 to Q3



About SureTaas

SureTaas Digital Services is efficient at addressing the lead generation and digital marketing requirements of clients. We anticipate the future and create services for meeting the evolving needs of the clients. Our overall B2B services are dynamic to meet the ever-increasing needs of our clients. SureTaas delivers flawless services to clients. We enhance our practices as per the needs of the market. Innovation and creativity are central pillars of our business. We leave no-stone-untuned to deliver the overall best B2B services to our clients.

SureTaas Digital Service Pvt Ltd

contact@suretaas.com

Off No-201 Pinnacle Pride
1544-45 Sadashiv Peth Tilak Rd
Pune MH 411030
India