Case Study: Software

Case Study

The Client

Our client is a global software services company providing high-quality consulting, coaching and training solutions for customers implementing enterprise-scale Agile software development.

The Problem

As a Canadian business, our client had run a number of successful events in North America but did not have a good understanding of the dynamics of the UK market. Subsequently, we undertook a thorough analysis of our client's UK CRM database and soon discovered that the scope and volume of their database didn't support their aspirations for a successful event.

Moreover, they did not have access to the right prospective audience, such as senior IT leaders involved with Information Governance, Transformation, Strategy and Digital Regulation.

The Solution

The solution was a series of highly personalised, push-based marketing campaigns.

Working closely with the client, we gained a thorough appreciation of the upcoming 'Agile Adoption' event – who was speaking, what it covered, who should attend and why.

Inspection of our Opus data community showed that we could target senior IT Managers, Programme Managers and people involved with Information Governance, Transformation, Strategy and Digital Regulation. Furthermore, we liaised with the client to identify specific sectors and business verticals that would allow them to engage with companies that fit their customer profile.

Using our years of experience in delivering push-based digital campaigns, we created a highly personalised, text-based email, using minimal HTML. The campaigns were delivered by our purpose-built email broadcast tool, iServe, which is known to achieve very high levels of email deliverability. By taking full responsibility for audience generation, we allowed our client to focus their time and resources on organising and delivering a world-class event.

The Results

Our campaigns generated **300 unique clicks** leading to a full-house audience for the event.

Following this, the client secured their **first deal worth £100,000** with one of the UK's largest insurance companies, who attended the event after having received one of our emails. In addition, our client has been engaging with some of the leading IT businesses in the country thanks to our campaign, and is expecting **sales in excess of £1m** to follow.

Our relationship continues to grow stronger, as we look to extend the healthy opportunity pipeline that has now been established.

£

£100,000 deal with one of the UK's largest insurers

300

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To see how Opus can help your campaign, get in touch today on 0845 094 8567

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