

# Case Study: Business Intelligence



**OPUS**

# Events registrations more than double target

## Case Study

### The Client

Our client is one of the largest Microsoft Dynamics partners, delivering business intelligence and CRM solutions in fourteen different countries. Working with over 500 clients of their own to provide a range of Microsoft Business products, the organisation also offers consultancy. Having partnered with Media & Marketing Solutions five times, the client evidences the level of success we deliver as standard.

### The Problem

Launching a new event in a prestigious Central London venue was a chance for the client to establish themselves as a major presence in the UK market, and to demonstrate their success and capabilities to Microsoft directly. However, with limited UK market engagement and a highly restricted dataset, the client was unable to reach their desired audience. Despite the topicality and wide-reaching implications of the workshop's theme – cloud computing and digital transformation – the client was struggling to reach their target number of attendees. With only six weeks until the event and a very limited numbers of registrations, the client came to us.

### The Solution

Working in partnership with the client, we developed a bespoke email campaign to drive interest and registration for the event. Drawing on our Opus community and our purpose-built email client, iServe, we were able to target 15,000 key decision-makers in IT management, communications, business management and transformation roles across the UK private sector. The scope and precision of our dataset, working in tandem with iServe, allows us to contact the widest possible audience, while also ensuring that only the most relevant contacts are included, allowing for specific targeting to generate interest.

### The Results

The client's targets for registrations were met – and then exceeded by a further **160%**. Aiming for a total of **20 registrations** over both elements of the event, our campaign resulted in **52 registrations**, despite the client having reached out to us only six weeks earlier. The event itself had twenty-six attendees, again well over the client's original expectations.

Within a week of the workshop, the client had generated **£1 million** in pipeline opportunities, while also increasing their stature within the Microsoft partner ecosystem.

Thanks to the results we achieved and the demonstrable success of our approach, the client has gone on to work with us to promote a further four events – and counting.



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52 registrations for the event



Client's targets for registrations were exceeded by 160%

# Marketing Solutions for the Public and Private Sector

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