



COMPANY CASE STUDY

How We Generated over 150 MQLs for a B2B Tech Brand entering into the Italian Market.



Objectives

As our Client, Lumen Technologies, a US based FORTUNE500 Service Provider, prepared to grow further into the Italian market, after years of successful growth in US and other countries in Europe, they needed help generating a pipeline of new business. Achieving their goals required a full-funnel approach to their digital strategy.

OUTCOME

Over the course of the Campaign, we were able to deliver to our Client + 150 MQLs which ultimately generated over 1M€ of sales pipeline.

The Metrika team focused most of the efforts on LinkedIn, where we saw the best conversion rates at all stages of the buyer journey. At the top of the funnel, we used **blog posts** to drive clicks to the client's blog/ website and build awareness of the business. Once visitors had been to the client's website, we remarketed to them via the LinkedIn with mid-funnel offers, such as downloading an ebook. At this stage, our goal was to market to users who we know had an interest in the client's blog content and to capture their details. At the bottom of the funnel, we set-up an emailing and recalling campaign, offering the prospects a demo or sales call,



Challenges

The client came to us with an established brand aesthetic and loads of creative assets we could leverage, including whitepapers and video.

They needed to:

- Create awareness.
- Educate target buyers on their options.
- Convert leads to a sales meeting or demo.



Solutions

Our team worked in partnership with the client's internal marketing team to define a strategy which consisted on a mix of tactics, ranging from display prospecting campaigns on Google Ads and LinkedIn to emailing and teleselling. We designed the ads, wrote copy and implemented A/B testing to optimize creative and find the best approach to drive the highest CTR and conversion rates. We followed up with emailing and teleselling.



"We help B2B SaaS companies attract, engage & delight corporate IT and security buyers. We work with Clients in high-tech, high growth industries like cybersecurity, digital transformation and other B2B professional services and products. Most Clients we work with are Vendors and Service Providers who are looking to grow and expand into Italian market" - Does that sound like you?

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