

# Fortune 1000 Technology Company

One of the largest, publicly traded software companies in the world partnered with us to **strategize and execute** on an intent-based lead generation campaign for both their internal sales team and their channel partners.



## Services Provided



Performance-Based  
Lead Generation



Content Production



Intent Research

## Overview

Before we built out this 3 month campaign, we leveraged our proprietary intent research methodology to identify companies that are currently researching our client's solution and **their overall market, including competitors, challenges that their solution solves, industry-specific content and more.**

Once we identified and narrowed a list of companies that not only met our client's Ideal Customer Profile but also were showing above average intent-signals, we began to run an outbound lead generation campaign using informative and technical **eBooks/whitepapers** to aid our client's buyer personas within the accounts we identified through our research to produce new lead leads on a cost-per-lead (CPL) basis. In under one full sales cycle for our client, we successfully turned their initial **\$40k investment into \$360k** in Annual Recurring Revenue (ARR) that will likely continue to renew and increase their ROI year-over-year.

## Results

### \$40k

Investment

### \$360k

Closed Revenue (ARR)

### 9x ROI