

SERVICE TYPE

Appointment Setting,
Data Creation

INDUSTRY

Technology

PROBLEM

An online tech client was wanting to reach out to a broader audience in order to expand brand awareness & their client base. The client purchased a database from a list company of 24,000 contacts, which they had sent a direct mail out to. The client hired Gen Leads to engage with the database with the aim of following up on the direct mail out, qualifying the leads, booking them in for a demonstration of the product and nurturing the leads where required. Once starting the campaign Gen Leads was able to quickly confirm the inaccuracy of the data, which was resulting in a low conversion rate and high costs for the client.

SOLUTION

Not wanting to waste any of the client's money or our time Gen Leads recommended that the campaign stop with any of the purchased data being removed from the call lists. Gen Leads was able to create a custom database for the client which was washed against the client's current database and nurtured leads to ensure that there were no duplicates. Once this was done Gen Leads was able to recommence with calls. The campaign strategy was then turned from a warm campaign to a cold campaign. Gen Leads was able to adjust the campaign scripts and lead nurturing strategies were updated.

RESULT

A 7,000 custom database was created. With the original data the conversion rate was 1% which Gen Leads was able to increase to 20% with a further 18% entered into a lead nurturing process.

Due to the success of the campaign, Gen Leads services were used on a number of similar campaigns that the client had run. With one campaign achieving a 35% conversion rate.

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campaigns