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Commercial Event
Support



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INTELITARGET CASE STUDY

ORGANIZATIONS TRY TO LEVERAGE EVENTS TO BUILD AWARENESS AND UNCOVER PROSPECTS, IT IS OFTEN DIFFICULT TO UNDERSTAND AND MEASURE RETURN. BY RECRUITING THE RIGHT AUDIENCE TO A SELECT EVENT THE PAYBACK CAN BE OUTSTANDING.

- INDUSTRY – IT Consulting & System Integration Services
- GOAL – Qualified Attendees for a “C-Level” Conference
- TARGET INDUSTRIES – Financial Services, Healthcare, Software & Energy

EVENT CHARACTERISTICS

Weekend Retreat for qualified CIO and Vice President levels. The client is a provider of enterprise level solutions. They wanted to identify a “qualified” audience, potentially planning to purchase and implement solutions. Once qualified, they were invited to attend a forum where market industry specific issues and solutions would be discussed with a group of their peers. The objective was to increase the sales pipeline by adding 25% of the attendees.

THE PROJECT

Begin by building a database of companies with specific job titles within targeted vertical markets. When the database was completed, prospecting began with the objective to qualify the potential participants. A full forum was not the objective – a forum of qualified prospects was! After six weeks of audience acquisition activity, the forum was full with leading CIOs and Vice Presidents from Fortune 100 companies.

When the forum was completed, 20% of the prospects represented excellent potential. The other attendees also represented opportunity; however, they needed more development and would not come into play within the calendar year. IntelliTarget worked with the client to continue to nurture the developed relationship with those not yet ready to purchase.

THE RESULT

Forecasted business – In this case, there were opportunities that quickly went on to proposal stage or were being developed for the near term. The other opportunities were given first to IntelliTarget to profile and enter into the database. A follow-up calling, email and direct marketing campaign was launched to stay in front of the executives. The client and IntelliTarget worked collaboratively to continue to develop the opportunity.

