

PRECISION IS IN OUR DNA

Having successfully reached a market leading position for their Toughbook range of durable notebooks, handhelds and tablets across the Tier 1 European markets, the Panasonic Business mobile solutions division wanted to extend their footprint and increase their market share in the UK, France, DACH and Benelux regions.

This is how they delivered €2.9m in 120 days using intelligent demand generation.



To do this they needed to understand their total addressable market among some 20,000 target companies. Up to now, marketing efforts had been limited to cold calling, some email campaigns and experimentation with social media, but efforts had been largely tactical, and lacking any formal strategy.

TARGET AUDIENCE

Because of the rugged nature of the Toughbook range, the market stronghold lies in sectors where the workforce is highly mobile, and where cases of accidental damage are therefore more likely: armed forces, manufacturing and transportation workforces, for example.

As part of their growth strategy, Panasonic wanted to target a number of key accounts in 4 specific verticals: forklift & warehousing, transportation, automotive and the emergency services. The aim with each sector was to identify and engage decision makers and influencers in IT, Facilities Management, Logistics and Transport.

SOLUTION

Quantum's proposal was a strategy that went further than any demand generation programme Panasonic had previously developed. The marketing agency knew that for maximum effectiveness, they needed not only to identify and target the right individuals in the right organisations, but to identify and target them with the right content and messaging when they were in the market to buy.

Panasonic

OBJECTIVES

- Drive more, higher quality opportunities among good fit prospect organisations
- Improve lead conversion from MQL to SAL
- Better align marketing and sales functions
- Increase deal sizes and sales pipeline velocity

Enter Cyance, the leading B2B buyer intent platform, whose strength of coverage in Europe meant that more of Panasonic’s Total Addressable Market across the UK, France, DACH and Benelux regions could be tracked, revealing more good fit prospects whose online activity suggested they were in the market for rugged hardware solutions. In short, Cyance provided the vital buying intent insights, that were to be a key success factor in this precision- targeted demand generation programme.

Target accounts were then segmented according to their likely buying stage and the relevant Panasonic solution they were researching, as identified by Cyance, and the insights used to shape the messaging and content that was delivered to each audience. The platform facilitated the correct prioritisation of target accounts and helped ensure messaging was relevant and timely. This increased prospect engagement across the different marketing channels that Quantum used and increased lead conversion and quality. Quantum could also focus its sales efforts on the larger accounts with a more personalised approach that uncovered more, higher value opportunities.

RESULTS

By the fifth month of this demand generation programme, results were exceptional; notably the improvement in lead quality and value. The first 20 leads generated were all accepted by Panasonic’s sales team, delivering a 100% MQL to SAL acceptance rate – a rate that has fallen by only 5% since. Also, 72% of the SALs became Sales Qualified Leads (SQLs). Previous campaigns had averaged 40%, meaning the Nexus-based programme outperformed them by 80%.

	With Nexus	Without Nexus
MQL to SAL conversion	95%	72%
SAL to SQL conversion	72%	40%
Revenues	€2.9m of sales pipeline the first 6 months €650K additional pipeline being ratified	
Average Order Value increase	34%	

OUTCOMES

Using Cyance buying intent insights, Quantum delivered a 58 to 1 return on investment to Panasonic incorporating 43 new sales opportunities representing a qualified sales pipeline of €2.9M within 6 months. This represented a significant improvement in lead quality, lead conversion, average deal size and sales qualified pipeline compared with previous demand generation programmes.

The programme continues to perform with a further €650K of pipeline waiting to be ratified.

In delivering such stellar outcomes the Panasonic marketing and sales teams became better aligned as marketing influenced pipeline increased.

Panasonic

“Our sales agency Quantum have opened our eyes to the power of the Cyance buyer intent platform. Within 6 months we saw a 58:1 return on our investment and a qualified pipeline of 2.9m euros. Cyance gave the ability to identify good fit accounts in the market for Panasonic Mobile solutions and target them with more relevant messaging and it is this, that drove the performance gains.”

Jan Urban , Panasonic

WANT TO FIND OUT MORE ABOUT HOW INTENT DATA COULD HELP YOU?

Contact our Intent Data specialists today
steve.russell@cyance.com | 07970 792633 | www.cyance.com