

Successfully delivering qualified leads for an Endpoint Security solution in Europe

The client

Today, security and protection are critical facets of both the enterprise and consumer markets. eCS' client is a global leader in the provision of these products and services. Its solutions are targeted towards end user subscribers.

They focus on Endpoint Security, the process of protecting devices like desktops, laptops, mobile phones, and tablets from malicious threats and cyberattacks. The company's software enables businesses to protect devices that employees use for work purposes either on a network or in the cloud from cyber threats.

We delivered a

57%

raw prospect to qualified lead success rate

The campaign

The client has partnered with eCS since 2017 as their lead generation provider. eCS initially provided meeting recruitment services at 3rd party hosted events, promoting their end-point security products.

Since 2019, eCS conducted several lead generation campaigns per year, generating new opportunities in network operators in the EMEA region. Campaigns have included Tier 1 account expansion, whereby there was a deployment within an opco within a Group and our client needed to increase its footprint across other opcos within the same group.

Most campaigns have been to target 'net new' accounts, focussing on contacts who were responsible for increasing revenue to B2C customers, adding new products to the consumer portfolio and revenue-share partnerships.

Meetings booked with

Head of consumer device management and pricing, Digital VAS manager, business development manager, development director-VAS, group technology security manager, and others.

The challenge

To execute the campaign successfully, knowledge of the target market was deemed critical. The client needed a partner agency that understood the operator market and the telecoms sector. eCS was able to meet these stringent requirements.

Apart from an understanding of the target market, a thorough understanding of the client's proposition was required. eCS had an understanding of how the solution should be positioned with relevant stake holders and crucially held contact information for the correct contacts in their database.

The results

Across all campaigns delivered in the last 4 years, **eCS delivered, on average, 57% success rate**. This means 57% of operators targeted, qualified meetings were booked for the Telco sales team.

In fact, after the campaign the client commented: "eCS was able to the right people at the right time. **You know they've done a good job when your salespeople are telling you 'not another lead'!**"



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