

TURNING INSIGHTS INTO LEADS

From construction sites to military operations: there are few places the Panasonic TOUGHBOOK dares not venture. And where these rugged notebooks, handhelds, and tablets go, demand generation will follow. In this case, the sales and marketing teams of Panasonic Business Mobile Solutions. Their mission: having established TOUGHBOOK as the market leader in Tier I European markets, they now wanted to extend their footprint in the UK, France, DACH, and the Benelux regions.



The campaign was to last 120 days, and by the end of it they'd generated a qualified sales pipeline of €2.9 million, a 58:1 campaign ROI, and 43 new sales opportunities.

Panasonic
BUSINESS

A little bit of background

The TOUGHBOOK range is designed to be durable. To keep on working long after other traditional devices have given up and fallen to pieces. That's why they're a firm favourite of soldiers, delivery drivers, engineers and the like. For Panasonic to drive growth, this audience was the logical place to start. Hence the decision to focus in on 4 key verticals:

- ◆ Fulfilment and warehouse
- ◆ Transportation
- ◆ Automotive
- ◆ Emergency services

Crunching the numbers offered up a total addressable market of some 20,000 target companies. An audience that had already experienced various efforts to grab their attention – mainly through cold calling, email, and some 'experimentation' with social media. But as Panasonic were the first to admit, such activity had been largely tactical, and lacking any top down, consistent strategy.

Something new was required, and yes: that's where Quantum enter the picture.

Objectives

- ◆ Drive more and higher quality opportunities
- ◆ Improve lead conversion from MQL to SAL
- ◆ Better align marketing and sales functions
- ◆ Increase average deal sizes and sales pipeline velocity

Building on intent

Our proposal was for an engagement approach that went well beyond any demand generation programme that Panasonic had previously attempted. That said, our strategy still rested on the tried and tested 'basics' of marketing:

- Identify the right decision makers and influencers inside the right organisations
- Find out what their priorities and current focus areas are
- Target them with tailored content and offers

Doing this meant adding intent data into the mix. That's why one of our first calls was to Nexus, a Quantum partner and the leading B2B buyer intent platform. This made obvious sense too: Nexus offers strong coverage for Panasonic's addressable market across Europe. As a result, we were quickly in a position to track prospects – and to identify those considered a good fit for rugged devices due to their online activity.

Armed with such high-quality buying intent insights, Quantum was all set to deliver a precision-targeted demand generation programme.

Getting personal

As soon as the campaign went live, our initial task was to segment the target accounts according to their likely buying stage. Also fed into the mix was data on the types of devices and Panasonic solutions they were researching. Core insights that were then used to shape the messaging we sent to each contact. This meant we were able to:

- Correctly prioritise accounts based on their level of interest
- Ensure the messaging sent out was relevant and timely
- Apply the intent insights across a range of marketing channels

Importantly, the granular level of intent data available also enabled us to focus our one-to-one interactions on the larger accounts. That meant crafting a more personalised approach for each of these, which proved crucial for uncovering more higher value opportunities – and for increasing lead conversion and quality.

Measuring success

As for the results, the first thing Panasonic noticed was a significant improvement in lead quality and value. For example, the first 20 leads generated were all accepted by their sales team: a 100% MQL to SAL (sales accepted lead) ratio – which only fell by 5% across the entire campaign. Better still, 72% of these went on to become sales qualified leads (SQLs) – an 80% improvement on previous activity.

	With Quantum	Without Quantum
MQL to SAL conversion	95%	72%
SAL to SQL conversion	72%	40%
Revenues	\$2.8m of sales pipeline the first 3 months \$700K additional pipeline being ratified	
Average Order Value increase	34%	

Summary

Looking at the campaign numbers alone, Panasonic were delighted with the results:

- 43 new sales opportunities
- €2.9M qualified sales pipeline generated inside 6 months

But more than these figures, Quantum was also able to seriously ramp-up lead quality, conversion, and average deal size when compared to previous demand generation programmes. What's more it's an activity that continues to perform, with a further €700K of pipeline waiting to be ratified.

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

Jan Urban, Panasonic

WANT TO FIND OUT MORE ABOUT HOW QUANTUM COULD HELP YOU?

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