



SUCCESS STORY: CREATING A HIGH-VALUE SALES PIPELINE ACROSS EUROPE

Our client, a leading hardware solutions provider, wanted to grow its business across Western Europe. Celsius was able to provide the ‘best of both worlds’ in lead generation by combining central control with local engagement, enabling our client to create a sales pipeline worth more than **750 million Euros within 3 years.**

THE CHALLENGE

Our client wanted to increase its brand awareness and generate more leads across Western Europe for its partners. However, any marketing programme had to be cost-effective and managed centrally to ensure full accountability and a visible return on investment.

Also, a consistent message needed to be articulated across multiple countries and yet still reflect cultural differences. The company had a further challenge – its prospect data was patchy and needed updating.

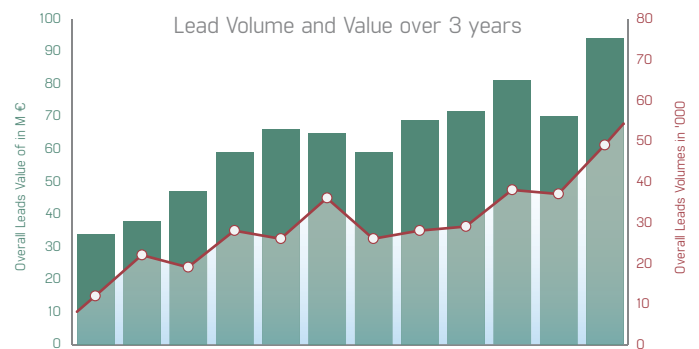
THE SOLUTION

The company selected Celsius for the project. Celsius teams up with its data and telemarketing partner network to deliver programmes across EMEA.

- Work began with the company’s prospect data. Using our expertise in data quality and availability, we were able to clean and enrich the data and, through data acquisition, increase the number of prospects by five times or more. This is an ongoing process to ensure the data is always fresh and up to date.
- We deliver our client’s campaigns: print product catalogues and target direct mailers by post, run email campaigns, monitoring click-throughs which are delivered to our local call centre partners in each country. Native speakers in each call center take the inbound enquiries and make outbound calls, following our carefully-crafted scripts.
- Calls are logged into a master data system and leads are then automatically assigned to our client’s channel partners. We also close the loop on leads. Our system provides ‘lead status’ updates and triggers reminders from our call centre to keep partners focused, preventing opportunities from going cold.
- We provide high-level visibility. Our client’s Marketing Director can track the status of the programme at every step via an online dashboard that generates statistics, graphs and boardroom-ready reports in just a few clicks.

THE RESULTS

The programme began in three countries and is now running in 14 across Europe. Around 8-12% of communications result in a lead – and this number continues to rise in each country. Our client’s indirect channel has benefited significantly. The programme gives our client a better ‘share of voice’ among partners and also provoked demand from would-be resellers. Overall, the demand generation strategy provides our client with the perfect combination of central control and local engagement, ensuring flexibility and scalability. Significantly, our client extended its reach and market share without having to employ its own permanent pan-European network. Within 18 months, the programme generated thousands of leads with a total value of 150 million Euros. At now 3 years of existence, the pipeline has grown to over 750 millions!



“Working with Celsius has allowed us to maintain central control while keeping our country marketers happy by providing them with local agencies who understand their culture and differences. Celsius have in-depth experience in running multi-country programmes and have been very proactive in giving us the right advice to ensure success.”

- Our client’s EMEA Marketing Director