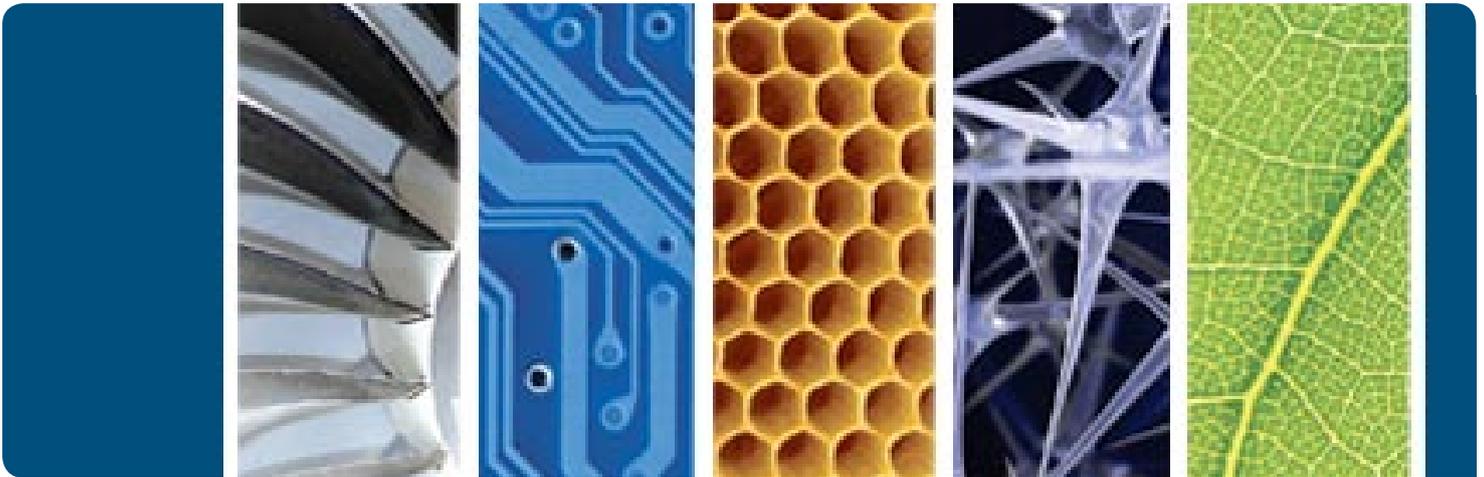


case study: cost-effective lead generation for qualisystems



QualiSystems

the client

QualiSystems is a pioneer in the field of Functional Test Automation (FTA). QualiSystems' TestShell solutions are a suite of integrated applications that enable software and hardware companies to test, manage and optimize quality throughout the entire product lifecycle. These solutions enable the creation of complex high quality products, shorten time-to-market and significantly reduce costs.

objectives

To support their expansion into Northern Europe, QualiSystems required a lead generation and qualification programme to cost-effectively generate opportunities for the regional sales team to follow up. Its TestShell product offers a compelling value proposition and measurable return on investment, especially when a demonstration can be tailored to a specific prospect's needs. One of the key business metrics, therefore, is to be able to spend time with qualified sales leads. QualiSystems' main source of leads currently is via trade show attendance. EvokedSet proposed and implemented a means of optimising return on investment for the leads gathered at these events.

implementation

stage one: capturing leads

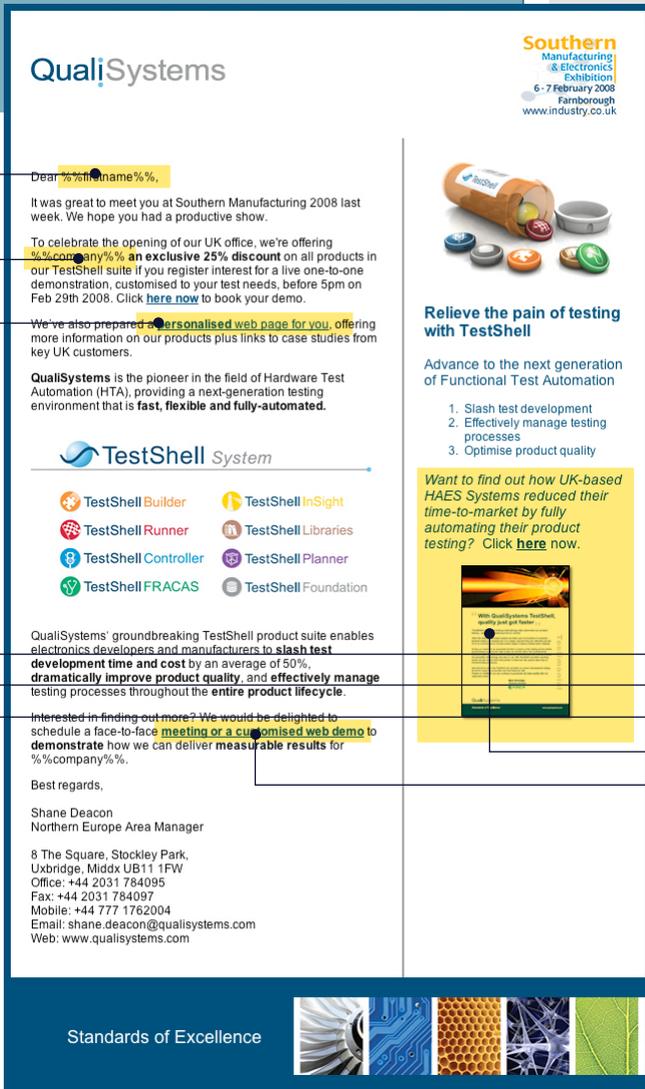
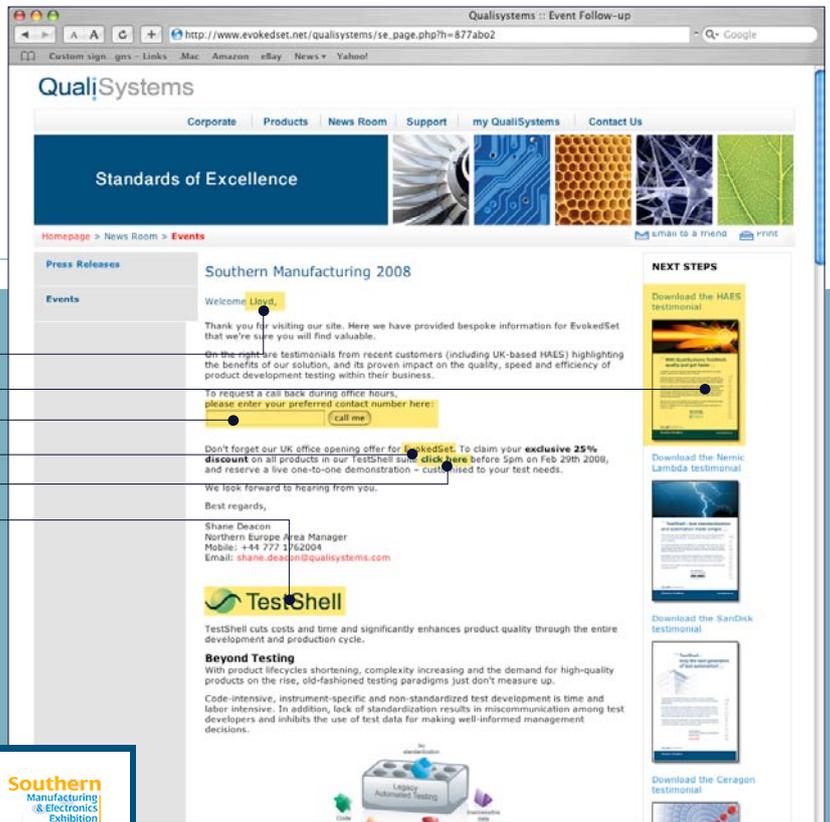
At the trade shows, the most cost-effective way for QualiSystems to capture the leads was to hold an on-stand prize draw. Prospects were encouraged to hand over their contact details in exchange for the chance to win an iPod Touch, with the agreement that they could be contacted the following week via email. These leads were then imported into a database that contained: name, company and email address.

stage two: preparing email and landing page

The personalised email consisted of a customised greeting to each prospect, offering an exclusive time-bound discount on the Testshell product suite to those who registered for a one-to-one demonstration, and included a link to a personalised web page offering downloads of relevant case studies from key UK customers.

website landing page

- personalised welcome
- collateral links, logged in database
- call-back fill-form
- personalised text
- automatic email link
- regular links, logged in database



lead qualification emailer

The emailer included product information and further calls to action in the text. The links in the email were coded so that the landing page could be personalised for each recipient. EvokedSet hosted the landing page, which was branded and formatted to look exactly the same as Qualisystems' corporate pages, including all the links out to the corporate site.

- personalised welcome
- personalised text
- links to landing page, logged in database
- collateral links, logged in database
- automatic email link

stage three: prioritise leads

The following degrees of "lead interest" were measured and captured in the lead database, ranking recipients according to who:

1. received the email and opened it to view the images
2. clicked on links in the email to go to the landing page
3. downloaded collateral from the landing page or directly from the email

results:

EvokedSet delivered a qualified and prioritised leads database to Qualisystems for the regional sales team to pursue. The **3% "hot" leads** generated by the campaign all resulted in positive sales meetings for QualiSystems.

<i>lead stage</i>	<i>percentage of original mailing list</i>
fully opened email	44%
visited landing page	12%
downloaded collateral	3%

“ EvokedSet provided a complete solution to generating and qualifying leads for our UK sales pipeline, maximising our investment in our key trade shows. EvokedSet's integrated approach to email marketing, coupled with their web expertise and ability to generate personalised landing pages, enabled us to rapidly focus our sales efforts on our hottest prospects. ”

Shane Deacon, Northern Europe Area Manager, QualiSystems

for more information on how we can help you with your lead generation and qualification, call or email us now:

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EvokedSet
...choose to stand out