



Fujitsu Case study



Messages delivered at the right time to the right persona improved audience engagement with the brand as they moved across the different stages of the buyer's journey

The Challenge

- Identifying opportunities to scale Demand Generation campaigns with limited inhouse resources
- Converting registrations into sales qualified leads thus contributing to the revenue pipeline

The Solution

- A strategic partnership wherein an integrated approach was considered and Position²'s proprietary 'Demand Acceleration' (DA) framework was implemented

The Results

- An increase in quality of responses/form fills and brand visibility
- An increase in the quality of sales qualified leads as the number of prospect interactions with the brand increased from 3 touches to 6 touches

Fujitsu is a leading Japanese information and communication technology (ICT) company offering a full range of technology products, solutions and services. Approximately 155,000 Fujitsu people support customers in more than 100 countries. Fujitsu uses their experience and the power of ICT to shape the future of society with their customers.