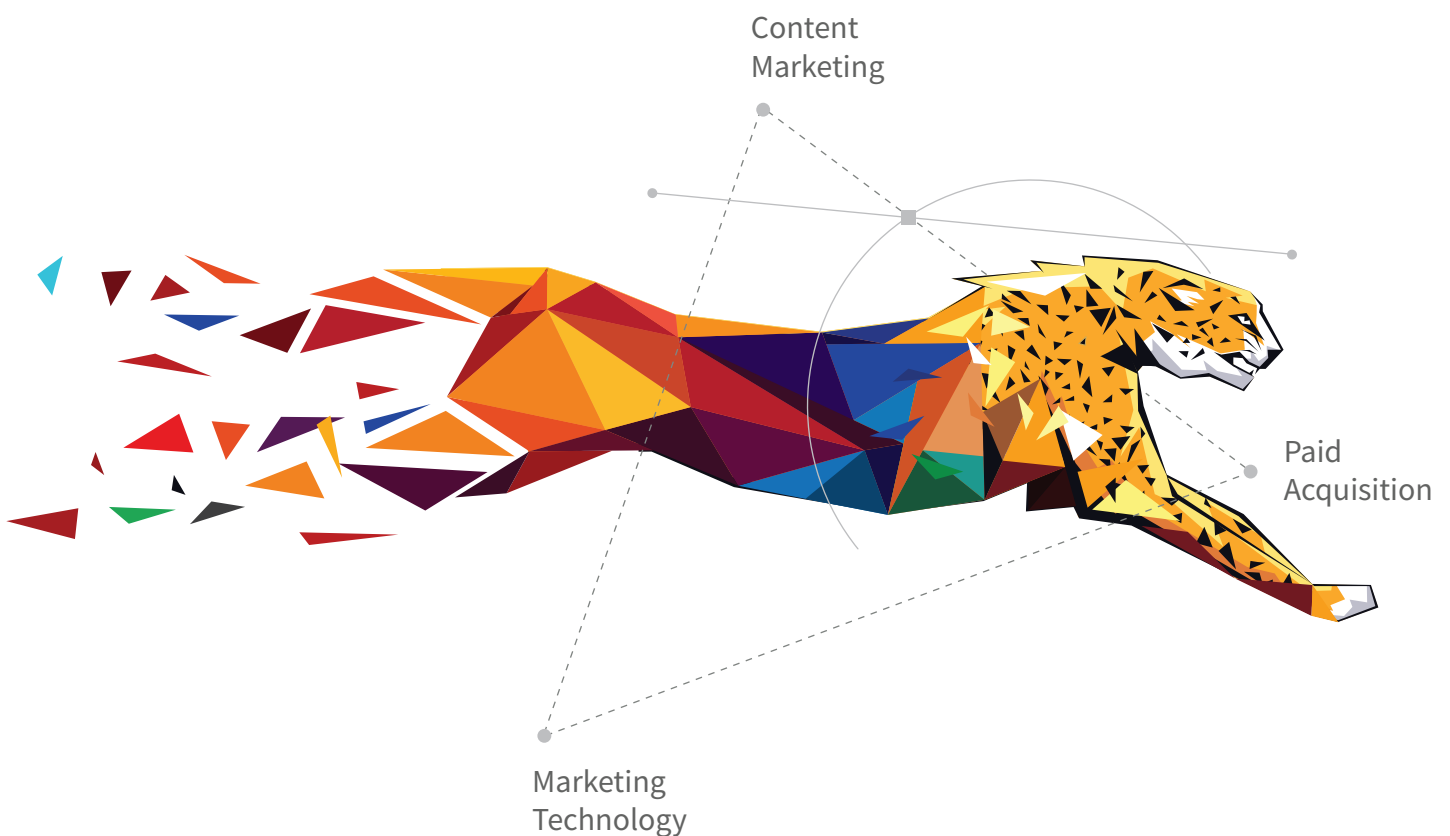


CASE STUDY

# Achieved 23% Lower Cost Per Guaranteed MQL for a Billion Dollar Fortune 500 Hi-tech Software Enterprise



When You Think of

**DEMAND**

**ACCELERATION**

Think of Us.

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## Overview

Our client is a Fortune 500, billion dollar software company. They offer a full range of technology products and solutions from personal computing to enterprise computing, including x86, SPARC, and mainframe server products, as well as storage products, telecommunications, advanced microelectronics, and air conditioning.

They have customers across 100+ countries with whom they consult, design, build, operate, manage, and support business solutions. From strategic consulting to application and infrastructure solutions and services, our client has earned a reputation as the single supplier of choice for leading corporates and government organizations.

## Challenge

For enterprise solutions that included vShape, Data Protection, and SAPHana, our client wanted to:

1. Reach very niche audience like IT Managers, Directors/VPs of IT, and CTOs at scale across pre-defined industries
2. Obtain high-quality Marketing Qualified Leads (MQL) under strict Cost Per Guaranteed MQL
3. Achieve an aggressive volume of MQLs within 6 months

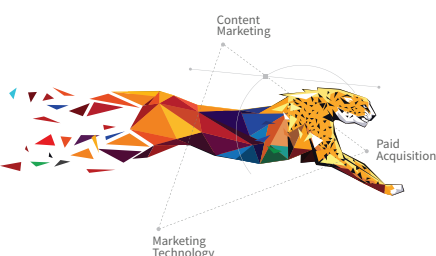
## Solution

Position<sup>2</sup>'s Media team leveraged our proprietary Media Network, MWiz, to plan a highly targeted campaign that could be deployed quickly. Using a series of targeting options from title to industry to company size, we built a media plan to bring in high quality MQLs.

We designed a persona based content map. This strategy helped align target audience needs and intent with the right content at each stage of the persona journey.

To ensure the highest quality, we included a qualifying question (tested multiple variations) as a filter.

Only prospects who responded positively to the qualifying question were considered as an MQL. All other leads were replaced till we received 100% quality MQLs.



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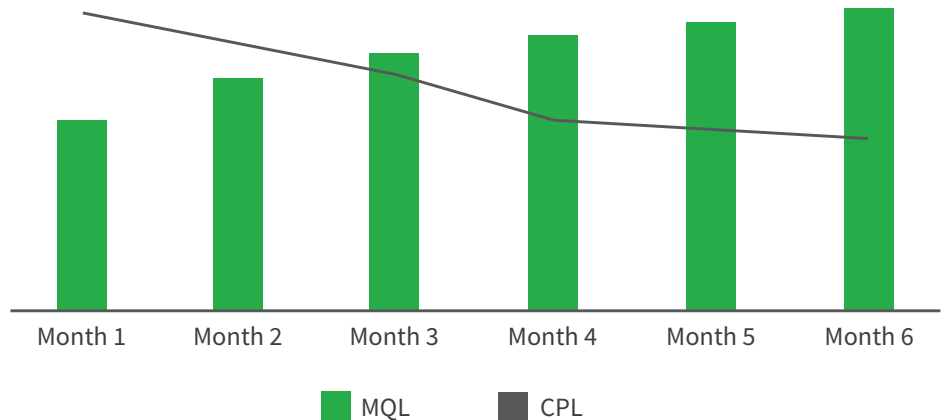
## Results

Over the course of the engagement we tested multiple content pieces and optimized the media-mix, budget, qualifying question, and targeting to reach the decision makers.

As a result of this careful planning and execution Position<sup>2</sup>:

1. Provided 3,000+ quality MQLs- 20% more than planned
2. Achieved 23% lower Cost Per Guaranteed MQL

### MQL Vs CPL



## About Position<sup>2</sup>

Toll-free (US): 800-725-5507  
[www.position2.com](http://www.position2.com)

Position<sup>2</sup> accelerates demand through integrated Content Marketing, Paid Acquisition, and Marketing Technology solutions.

Our solutions are mapped to buyer's journey across touch-points such as search, social, mobile, media and email, and are powered by cutting-edge content creation, web development, analytics, and marketing automation. A wide range of companies, from startups to Fortune 500s, covering a number of vertical markets, rely on our marketing experts, engineers, data scientists, writers and designers, to rapidly deploy and scale integrated marketing campaigns.

