IRON MOUNTAIN®

> **❝ IRON MOUNTAIN IS THE LEADER IN INFORMATION MANAGEMENT. THEIR AWARD WINNING SOLUTIONS REDUCE THE COST AND IT BURDEN ASSOCIATED WITH MANAGING, STORING AND PROTECTING INFORMATION. ❞**

Why Inbox Insight?

With over a million small business owners and MDs, along with IT, HR and Finance business decision makers within our global community, Inbox Insight have been perfectly placed to help Iron Mountain run targeted and sustainable lead generation campaigns since the beginning of 2013.

Marketing Objectives

To protect their established brand name and reputation as the market leader, Iron Mountain approached Inbox Insight to run regular email marketing and content syndication campaigns within the United Kingdom, with the main aim being to generate leads that could be pre-qualified and sent on to internal sales teams.

Campaign Performance

Virginia Barrasa (UK, France & Ireland Field Marketing Manager at Iron Mountain) commented:

"The lead quality is extremely good and the feedback from our teleprospectors has been fantastic.

Whenever we follow up leads that have downloaded content, they are the right decision maker and usually the conversation goes extremely well.

Compared to the competition, these leads have already closed which is why we are giving Inbox Insight more focus.

Another benefit of working with Inbox Insight is our Account Manager. He is always happy to help, very responsive with our requests and always keen to deliver better campaigns and more leads…"
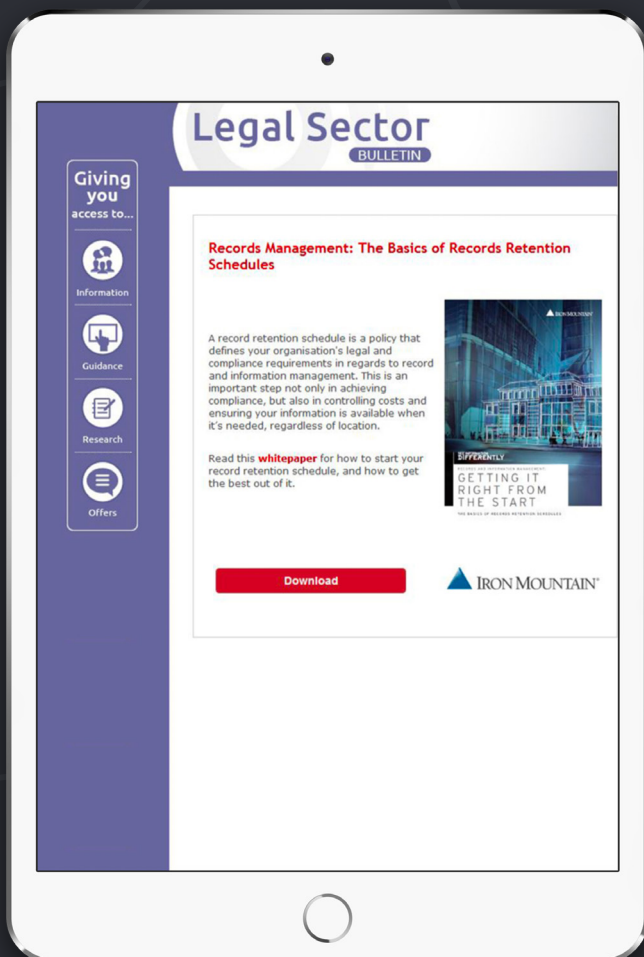
InboxInsight

Customer Evaluation

Inbox Insight have worked on campaigns designed specifically around two elements of Iron Mountain's core product offering
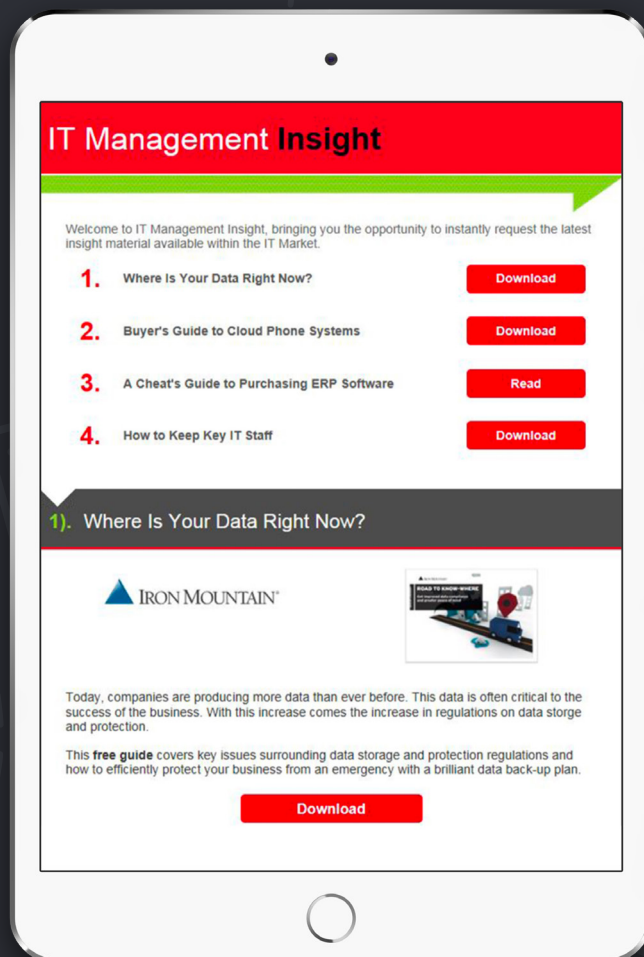
Records and Information Management

targeting business decision makers responsible for document management and legislation.

Data Management Solutions

targeting key IT decision makers who are responsible for data protection, storage and archiving.

Inbox Insight then amplified a variety of relevant marketing assets to these communities via email marketing to generate sales leads.

InboxInsight