



CASE STUDY

LEAD GENERATION



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.

Visit www.ironmountain.co.uk for more information.

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.

WHY INBOX INSIGHT?

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

CAMPAIGN OUTLINE

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 syndicated a variety of relevant marketing assets to these communities via email marketing to generate sales leads.

Legal Sector
BULLETIN

Giving you access to...

- Information
- Guidance
- Research
- Offers

Records Management: The Basics of Records Retention Schedules

A record retention schedule is a policy that defines your organisation's legal and compliance requirements in regards to record and information management. This is an important step not only in achieving compliance, but also in controlling costs and ensuring your information is available when it's needed, regardless of location.

Read this **whitepaper** for how to start your record retention schedule, and how to get the best out of it.

[Download](#)

IRON MOUNTAIN®

DIFFERENTLY
RECORDS AND INFORMATION MANAGEMENT:
GETTING IT RIGHT FROM
THE START
THE BASICS OF RECORDS RETENTION SCHEDULES

IT Management Insight

Welcome to IT Management Insight, bringing you the opportunity to instantly request the latest insight material available within the IT Market.

- 1.** Where Is Your Data Right Now? [Download](#)
- 2.** Buyer's Guide to Cloud Phone Systems [Download](#)
- 3.** A Cheat's Guide to Purchasing ERP Software [Read](#)
- 4.** How to Keep Key IT Staff [Download](#)

1). Where Is Your Data Right Now?



Today, companies are producing more data than ever before. This data is often critical to the success of the business. With this increase comes the increase in regulations on data storage and protection.

This **free guide** covers key issues surrounding data storage and protection regulations and how to efficiently protect your business from an emergency with a brilliant data back-up plan.

[Download](#)

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...”

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