

IBM Marketing Cloud

CASE STUDY

LEAD GENERATION

IBM Marketing Cloud

IBM Marketing Cloud is a cloud-based digital marketing provider that offers email marketing, lead-to-revenue management and mobile engagement solutions.

The Marketing Cloud uses customer data and individual behaviours, collected from a variety of sources, to inform and drive personalised interactions in real time.

IBM Marketing Cloud powers the delivery of exceptional experiences for customers across the buyer journey by leveraging key data, providing analytical insights and automating relevant cross-channel interactions.

As part of IBM's integrated portfolio, IBM Marketing Cloud will help convert prospects into loyal customers through more relevant one-to-one interactions. The IBM Marketing Cloud is trusted by more than 5,000 brands around the globe.

*For more information, visit **www.ibmmarketingcloud.com** and try out their latest product demonstration!*

MARKETING OBJECTIVES

IBM Marketing Cloud began expanding into new regions outside of the United Kingdom. As a result of this growth, they needed a trustworthy partner who would help them reach new audiences, whilst also continuing to target their established legacy territories.

The ultimate marketing objective was to raise awareness, generate new leads and influence existing ones to grow into healthy sales opportunities across all regions.

CAMPAIGN OUTLINE

Inbox Insight provided a platform for IBM Marketing to generate marketing qualified leads across the UK, DACH, Nordics, Benelux and the Middle East.

We were given access to selected assets from the IBM Marketing Cloud content library that were syndicated across a range of marketing titles published by Inbox Insight.

These assets were sent via email in local language bulletins to senior marketing decision makers across relevant regions within EMEA.

IBM Marketing Cloud gained access to this unique subscriber eco-system on a cost per lead basis, generating hundreds of downloads each week.

Marketing Leaders FOCUS



Marketing Leaders Focus is ontworpen om marketingprofessionals op bestuurs-, directie- en managementniveau de beste witboeken en "thought leadership"-content te bieden.

IBM Marketing Cloud

10 tips voor digitaal marketingsucces in 2016

Nu we zijn aanbeland in 2016 bieden nieuwe tactieken en technologieën interessante mogelijkheden voor de manier waarop marketeers de klantervaring kunnen verbeteren. Wilt u de concurrentie vóór blijven en nieuwe ideeën opdoen voor het opbouwen van onbreekbare banden met klanten en prospects?

Bekijk dan deze 10 tips, geselecteerd uit een dwarsdoorsnede van de belangrijkste thema's die vandaag de dag van invloed zijn op marketing, om u te helpen uw kansen op digitaal marketingsucces in 2016 te vergroten. Thema's zijn onder meer:

- Het uitbouwen van klantp
- Een verhoogde focus op
- Het verbeteren van uw ge
- Het gebruik van lijstgroei

Marketing Management Insight

Welcome to the latest issue of Marketing Management Insight, giving you the opportunity to instantly request the most up-to-date guides, whitepapers and special offers for marketing professionals.

10 Tips for Developing Buyer Personas

IBM Marketing Cloud



How well do you know your customers? According to IBM studies, only about a third of marketers understand when and how frequently buyers want to hear from them during the customer lifecycle.

Learn how you can create buyer personas that increase this understanding and provide a firm go-to-market foundation for your marketing campaigns. Get tips for:

- Collecting insights from throughout the buying cycle
- Detecting key themes among your customers
- Determining how many personas you need
- Translating your findings into marketing content

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CAMPAIGN PERFORMANCE

Andreea Văduva, EMEA Digital Marketing Strategist at IBM Marketing Cloud commented:

“By working on a pay per lead model, Inbox Insight works as a strong pillar in the marketing mix, as we can easily forecast our upcoming leads and sales discussions, based on the test campaign conversion rate. The weekly leads lists and reports are very helpful in tracking the campaign development.

After two quarters of collaboration we were already able to see several opportunities influenced by the campaigns we ran with Inbox Insight, especially in the established UK market.

I would strongly recommend having Inbox Insight as a trustworthy partner in the marketing mix to any company that’s measured on high quality generated leads and on the opportunities generated or influenced by content syndication...”

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