



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.

The image shows a screenshot of an email marketing asset titled "Legal Sector BULLETIN". On the left side, there is a vertical navigation menu with the heading "Giving you access to..." and five categories: Information, Guidance, Research, and Offers, each with a corresponding icon. The main content area features a whitepaper titled "Records Management: The Basics of Records Retention Schedules". The whitepaper text explains that a record retention schedule is a policy defining legal and compliance requirements for record and information management. It highlights the importance of this step for achieving compliance, controlling costs, and ensuring information availability. A red "Download" button is positioned below the text. To the right of the text is a thumbnail image of the whitepaper cover, which includes the Iron Mountain logo and the text "DIFFERENTLY RECORDS AND INFORMATION MANAGEMENT: GETTING IT RIGHT FROM THE START THE BASICS OF RECORDS RETENTION SCHEDULES". The Iron Mountain logo is also present at the bottom right of the email asset.

IT Management Insight

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

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- 2.** Buyer's Guide to Cloud Phone Systems [Download](#)
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- 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 telespectors 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...”

UK

INBOX INSIGHT
1 EXCHANGE SQUARE
JEWRY STREET
WINCHESTER
SO23 8FJ

+44 1962 835950

FRANCE

INBOX INSIGHT
92 AVENUE CHARLES DE GAULLE
92200 NEUILLY-SUR-SEINE

+33 1 70 92 11 94

NORTH AMERICA

INBOX INSIGHT
60 STATE STREET
SUITE 700
BOSTON
MA 02109

617-973-5749

SALES@INBOXINSIGHT.COM
WWW.INBOXINSIGHT.COM

InboxInsight 