

IRSMarketing Helps a Cyber Security Client Grow Across Europe and Middle East

Case study

The client said:

“IRS continues to do the business for us. They take the initiative, assume accountability and deliver against targets. Thank you, guys! The Account Management makes a huge difference!”



Client profile

The client applies a unique blend of technology, intelligence and expertise to eliminate the complexity and burden of cyber security for organisations struggling to prevent and respond to cyberattacks. As a global enterprise, the client services over 5,800 customers across 67 countries.

The campaign

To meet the challenge of its growing EMEA business, the client commissioned IRSMarketing, the Pipeline Generators, to increase the number and quality of new sales prospects. They needed an IT-specialist marketing partner to help grow their sales pipeline and boost their EMEA inbound and outbound marketing. In addition, the client required flexible native language support, a core expertise of IRSMarketing’s Business Development Executives. The client and IRS management teams worked closely to ensure the success of this undertaking with frequent visits to the offices and quarterly management meetings.

The brief

IRSMarketing was able to focus on a target audience of some 2,000 global companies and 500 high-profile enterprises. IRSMarketing was charged with refining the database, responding to and qualifying inbound marketing-generated enquiries and undertaking a pro-active outbound programme adopting an Account-Based Marketing approach. The client enabled IRSMarketing access to its Salesforce CRM system, allowing real-time tracking and response handling to the changing requirements of the business and seamless sharing of information between sales and marketing.

What happened

Outstanding results from the initial period led to an ongoing programme targeting major European and Middle East enterprises, feeding the client’s sales pipeline with qualified sales prospects. In the first 6-month period, IRSMarketing generated \$5.5m into the sales pipeline, a marketing ROI of over 20x. A feature of the relationship is a strong IRS and client sales engagement, whereby they are involved in shaping the marketing activity from an early stage.

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