

Kofax – Reaching Out To The Middle East

Case study



The client said:

“An outstanding campaign. What I like about IRS is the flexibility they provide to work in the way that suits our business. That and their quality of delivery, without which we’d never achieve half as much.”

Client profile

A leading and innovative organisation specialising in document capture, management and exchange, Kofax operates in 60 countries directly and through a network of 700 authorised partners.

The campaign

Kofax was looking to expand in selected Middle East countries through a tactical marketing programme. The aim was to promote a proposition around document capture and Kofax’s unique Transformation Modules. The client initially planned a two-week programme.

The brief

With a long-standing trusted relationship with IRS, Kofax was able to plug IRS into the campaign at short notice on a tactical basis. The brief was to take the proposition to a specified list of Middle East targets, to provide qualitative feedback and to generate a sales pipeline.

What happened

The IRS team discovered flaws in the target database but sourced and profiled new data to recover the position quickly. Not only did IRS provide the necessary feedback, but in the first two-week period, IRS’s Arabic Business Development team exceeded the client’s expectations by unearthing a number of well qualified opportunities, as well as a pipeline of other interested contacts. This encouraged Kofax to extend the period to two months, resulting in a significant sales pipeline.

From this two-month period only, IRS generated 37 opportunities qualified to a high level (Budget, Authority, Need, Timescale). The Kofax sales pipeline from this campaign alone was valued at £1.14m, yielding a Return on Marketing Investment (ROMI) of 76x.



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