

# RSA – IRS Delivers Outstanding Account Based Marketing Success

Case study



## The client said:

“This was a new departure for Marketing and was very successful. IRSMarketing supported the major accounts team directly and delivered a personal, responsive service, as well as tangible results.”

## RSA’s Marketing Manager

## Client profile

RSA Security, is a world leader in business-critical identity assurance, encryption and key management, data loss prevention, and fraud protection with industry-leading governance, risk and compliance capabilities. RSA is the chosen security partner of 90% of the top 500 US companies.

## What happened

With the support of RSA’s account managers, IRS engaged selectively in sales dialogue and identified further sales opportunities. The result was beyond RSA’s expectations and the ‘cut to the chase’ programme was rolled-out across EMEA to all 100 major customers. The ROMI into the sales pipeline was over £2m in the first 7 months.

## The campaign

RSA’s major account development strategy was to drive sales activity across a broad product front, right across the customer base. A key element of the company’s strategy was to penetrate large enterprises across Europe and, in order to feed account managers with account intelligence and high-potential targets, in-depth account profiles were to be developed.

## The brief

IRSMarketing was tasked to provide profiles within the largest 100 RSA customer organisations across Europe and to identify new key contacts and business units. A by-product was to enhance the marketing database for onward marketing initiatives. Within the first few profiles it became evident that, in order to create the necessary depth of intelligence, IRS needed to contact decision makers and engage in sales discussions. In 6 initial customers, 3 new large-scale sales opportunities were identified. IRS proposed a change of tack, to make progress with sales discussions and ‘cut to the chase’.



01869 321800

marketing@irsmarketing.com

www.irsmarketing.com

