

CASE STUDY: SOFTWARE & TRAINING **BEHAVIOR TRACKING PROVIDES A VIEW INTO A PROSPECT'S TRUE INTEREST**

PROFILE:

- ▶ A leading language-learning software and training company based in the United States.

SITUATION

- ▶ The customer set a goal of growing their lead generation capabilities to corporations, universities, and government agencies. They wanted to offer their direct sales force qualified leads rather than have them waste valuable time making cold calls.



SOLUTION

- ▶ A comprehensive solution was developed to drive qualified human resources and training executives to set appointments with the customer's sales representatives and enhance traffic to their website. Based on the customer's criteria, a database was assembled with highly qualified HR prospects in key vertical markets. With the unique tracking capability, the customer's sales force was able to focus on closing deals rather than prospecting.

RESULT

- ▶ The unique formula of providing qualified leads who showed specific interest in their offering in record time dramatically shortened the client's sales cycle and delivered a substantial ROI. By engaging a well-crafted message with a poignant call to action, the customer's objectives were met and it increased their sales closing ratio.

For detailed information on any of our solutions, contact us at 1-800-540-6061 or info@firstwave.net

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