

Case Study

CYBER SECURITY FIRM CLOSES \$1 MILLION IN SALES WITH GOLDEN APPOINTMENTS DELIVERED BY DEMAND MONSTER

THE CLIENT

The Client is a NJ based cybersecurity firm with offices globally in USA, UK, Turkey and India. The client offers complete security solutions for businesses with a LAN, web or cloud presence. The single platform solution it offers customers protects their systems and data against even military-grade threats, including zero-day attacks.

CAMPAIGN



TARGET CUSTOMERS Finance, Health Care, Educational Institutes and more



DECISION MAKER Owner, Vice President



TARGET LOCATION USA, Canada, UK.

THE CHALLENGE

Demand Monster has a long business relationship with the global cybersecurity firm. In 2018 the client's growth strategy focused on ramping sales to enterprise with aggressive growth targets. Demand Monster was tasked with developing an ongoing sustained campaign to deliver qualified appointments for faster conversion.

The product is technical, which meant Demand Monster reps needed to master the intricacies of the solution in order to gain potential customers' interest and deal with any questions. A clear and compelling message was also essential in order to secure a qualified sales appointment.

THE RESULT

During the 12-month period, January to December 2018, Demand Monster added 1415 qualified appointments to the client's pipeline. Of these, 371 were closed by client, representing just over \$1 million in sales and a 26% conversion rate. In addition, over 2000 leads were added to the client's marketing pipeline for further nurturing.

"Once we have an appointment, we are well on our way to a sale. Our sales people are given the opportunity to do what they do best and that is selling. They don't have to prospect or spend time setting up appointments so they can center their efforts on working out the deals. We are also getting customers through the buying cycle faster than we achieve with traditional marketing tactics. Demand Monster become a high performing addition to our marketing mix."

- Client Representative.

The client has plans to diversify its tech and network infrastructure portfolio and is also pursuing an acquisition strategy. Demand Monster is proud of the successful, ongoing partnership and will ensure it is well placed to continue to service expanding requirements.

HIGHLIGHTS

- ✓ 1415 QUALIFIED APPOINTMENTS
- ✓ 371 WINS
- ✓ \$1 MILLION VALUE
- ✓ 26% CONVERSION RATE

DEMAND MONSTER'S METHODOLOGY

Demand Monster is the only B2B business development service in the USA that guarantees appointments and only charges per appointment. They offer a multichannel strategy and customized lead generation solution to enable business of all sizes fill their pipeline and generate more qualified leads to meet their targets.

HIGHLIGHTS

- ✓ GUARANTEED APPOINTMENTS. NO RETAINER FEES. NO SET-UP FEES.
- ✓ QUALITY CONTROLLED
- ✓ MARKETING QUALIFIED LEADS
- ✓ CUSTOMIZED DATABASE
- ✓ CUSTOMIZED SCRIPT DEVELOPMENT
- ✓ APPOINTMENT CONFIRMATIONS
- ✓ WEEKLY REPORTS