



CLIENT STORY

# Distribution Sales Funnel Development

**exertis**

## Exertis

Exertis is one of the UK&I's largest and fastest growing technology distribution and specialist service providers. Its intelligent cloud services platform is a comprehensive, full-service cloud technology proposition designed to meet the bespoke needs of resellers with market-leading customer service and support. Exertis has impressive reach, partnering with 700+ global technology brands and over 13,000 resellers, e-commerce operators and retailers.

## BACKGROUND

Exertis had previously used agencies but had not experienced consistently good results. What is more, it found working with agencies took up a lot of time for disappointing results. Looking for an agency that could buck this trend for a new demand creation activity, the client reached out to colleagues for recommendations and references. CPB UK came highly recommended, and a new business relationship was born.

## THE CHALLENGE

One of Exertis' Vendors, Microsoft, had set them a time sensitive task to utilise some Market Development Funding with a goal of obtaining top quality opportunities and meeting lead generation and pipeline growth requirements.

## THE QUOTE

*"CPB UK is the most proactive, transparent and efficient telemarketing company I've ever worked with by far. They are always going the extra mile to ensure that the campaign is a success and I've recommended them to many of my contacts in the industry with the confidence that they will be attentive and proactive when handling the accounts. I'm really pleased with the results from the Microsoft campaign and am looking forward to working on more projects in the future."*

*Negin Karimi, Cloud & Security Marketing Manager, Exertis*

## WHY CPB UK?

Focused on IT for 25 years, CPB is highly experienced in delivering marketing campaigns across a plethora of solutions, products and services in IT, network security and infrastructure.

## THE CHALLENGE cont ...

CPB quickly proved it had the right data and experience of the technology to support Exertis Microsoft's objectives of delivering two targeted activities in tandem within the required timescale. As per the requirement and objectives of the brief, one activity aimed to identify net-new partners and the other to support 3 of Exertis' current partners with developing net-new end user opportunities.

## THE SOLUTION

CPB UK's experience in IT alongside familiarity with the technology, expert telemarketing agents and the best IT industry contact data helped when collaborating with the 3 partners. CPB's ability to quickly understand their USPs, product F&Bs and sweet spots in target data enabled quick turnaround of campaign planning and execution.

CPB UK planned every detail of each activity with the partners to understand what types of leads each partner wanted and

## THE OUTCOME

So far, CPB UK has generated 21 opportunities for Microsoft end users in the first 6 months of the relationship, with a current pipeline of £127,500, representing a conversion rate of 25%. Thanks to the success of these initial activities, Exertis has referred CPB UK to other vendors, partners & colleagues and we have now supported Exertis with 7 campaigns in total across 5 high profile IT vendors.

## THE SOLUTION cont ...

exactly how to represent them during telemarketing activity.

Telemarketing activities were supported by mass emailers, which were staggered throughout the activity, and provided an additional pool of warm data to call in to. For the duration of the campaigns, Exertis used CPB UK's best-in-class IT industry contact data from ProspectaBase, which proved to be a key component in the success of each activity. All activities had a resounding impact, with significant raising of brand and product awareness amongst the target audience and great feedback from all involved.

Regular weekly review calls took place and the success of the campaigns in meeting the objectives has resulted in an immediate repeat of the end user activities. Furthermore, this intense collaboration between CPB UK and the partners allowed Exertis to concentrate efforts on other elements of their partner relationships.

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