



CLIENT STORY

Data Matters in Pandemic Busting Marketing Activity

**cristie
data**
an iomart company

Cristie Data

Cristie Data has been a trusted, innovative and leading edge data storage, backup and virtualisation solutions provider across all sectors of industry for 50 years.

A solutions provider of IT infrastructure systems, Cristie aims to augment and improve company infrastructures to save customers time, cost and deliver significant value. Its focused data storage, backup and virtualisation solutions are based upon tested and validated technologies and these provide the widest possible support for diverse IT environments.

BACKGROUND

Cristie Data historically gained leads via events along with some telemarketing. Once COVID-19 hit, event leads disappeared and existing telemarketing was unable to provide the right quantity of leads in the required timescale. Cristie needed to replicate the regular supply of good quality opportunities that events provided. This prompted a move from a pay per opportunity model to a pay per day model which was similar to the events approach. A full service IT marketing agency with access to a comprehensive database meant CPB UK was well placed to deliver rapid lead generation results.

THE QUOTE

"Hats off to the CPB calling agents. They understood Cristie and its values and portrayed it perfectly when calling, which resulted in good opportunities. I was hesitant at first with pay per day leads, but once one campaign kicked off my mind was put at ease."

Isa Pandor, Marketing,
Cristie Data

OUR PEDIGREE

Having worked in the IT industry for over 20 years, CPB is experienced in delivering marketing campaigns across a plethora of solutions, products and services in IT, network security and infrastructure

THE CHALLENGE

With events cancelled due to COVID-19, a different approach to lead generation, which delivered similar results, was required.

Cristie Data wanted to replace the many leads generated at events with a telemarketing agency that would provide leads regularly and rapidly and had the mobile and direct dial data required to get through to people during the COVID pandemic.

Familiar with gaining 100 leads a day at events, Cristie needed an agency that could make as many phone calls as they could have had face-to-face conversations within a short timescale.

Cristie required a partner with great data, expert telemarketing agents and the right relationship building approach.

THE OUTCOME

Campaign activity has seen significant success with a pipeline of £2,161,194.36. With leads of such high quality - due to the accurate targeting of potential customers - Cristie Data is finding the sales conversion process smooth and plentiful.

Furthermore, even with face-to-face events back on, the great results so far means telemarketing campaigns are still in progress, a true reflection of the campaign's success..

THE SOLUTION

Choosing one agency with the right services and contact data and the ability to apply one process was crucial. CPB was chosen due to its existing relationship with Cristie, the tenacity and expertise of its telemarketing agents, its direct dial and mobile contact data and its sales lead portal,

CPB's accurate IT contact data enables targeting of organisations with specific install. sites meaning efficient targeting and better engagement potential.

Cristie provided CPB with a list of ideal target accounts and CPB was able to match the exact data required from its database ProspectaBase.

Every lead gained is exclusive to Cristie until disqualified by them, giving them full control over lead qualification and progression.

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