

# Enterprise Cloud Platform Provider Manages Rapid Growth with 3D2B

## Background

With the many recent innovations in Internet content delivery, cloud computing is gaining great attention and promises to significantly change the way businesses manage applications and data. One of 3D2B's customers is a key player in this computing revolution, providing market-leading, cloud-based services to many of the world's enterprise businesses.

Given the widespread interest in cloud computing, the company needed help in managing growth and generating leads to accommodate the great demand for their services. In mid-2011, the company approached 3D2B for help in increasing their pipeline of potential customers in targeted industries and bringing awareness to the company and its solutions.

## Challenge

Based in Cambridge, Massachusetts, the Internet content delivery company has experienced rapid growth in the U.S. and globally. With more than 120,000 servers in 82 countries and unique services such as dynamic web content mirroring, the company has great potential for growth. In fact, between 2003 and 2009, the company's revenue grew at a compounded annual growth rate of more than 32% with a 26% operating margin in 2009. Plus, the company broadened its worldwide customer base.

Before engaging with 3D2B, the company did not have sufficient manpower to generate leads in every country. Given its rapid growth, the company recognized that they needed additional support to keep up with customer demand.

"We recognized that this company had a unique solution, and we were impressed by the growth it was experiencing despite a weak economy," said Amanda Ferraioli, Account Director of 3D2B. "We were poised to meet sales and marketing objectives, and we were confident that we could help the company live up to its great potential."

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Account Director, 3D2B

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### Solution

Given that the company was experiencing growth in many industries and geographical markets, it needed a partner who offered a wide range of telemarketing services and who offered native language support across many countries and in many industries. The B2B telemarketing services offered by 3D2B proved to be a good fit.

In addition to recognizing that 3D2B offered the services it needed, the company noted that the knowledge level and professionalism of 3D2B's agents played a big role in their decision to hire 3D2B. On the whole, the experience and education levels of 3D2B's agents are significantly higher than those of agents from other telemarketing service providers.

In its attempts to expand into new markets and establish greater awareness, the company assigned several important objectives to 3D2B. They include:

- Arrange demo meetings so sales executives can present the company's solutions to prospects
- Increase the sales funnel with new opportunities
- Update and enrich the existing account database
- Promote the company's value proposition and solution portfolio
- Distribute marketing collateral via email when requested

The company began with a small pilot project, starting in just one country and focused solely on one industry. After generating 12 qualified leads in just 10 days, 3D2B proved itself, and eventually, the contract was extended to a year and then two years. Other marketing managers from the company noted the success of the project, and soon, 3D2B was conducting telemarketing services in all of Western Europe including Italy, France, the United Kingdom, Ireland, Belgium, the Netherlands, Luxembourg, Germany, Switzerland, and Austria.

The success of the project was partly due to the great visibility that 3D2B provides. Every week, 3D2B submits a complete report on the results of the campaign to prove to marketing managers that target objectives are being met. All outcomes of the campaigns are uploaded into the company's CRM system, and every qualified lead is sent via email to the appropriate sales representative and marketing manager. This transparency communicates the effectiveness of the campaign and reduces the risk of leads getting lost during long-term lead nurturing or sales reassignments.

### Results

After two successful years, 3D2B has achieved the company's objectives of increasing its pipeline and bringing awareness to their solutions. Specifically, 3D2B began with a database of 8,107 prospective accounts. Of those, 4,624 prospective accounts (or 57%) were closed, meaning they either became a lead, a long-term nurturing opportunity, or communicated no interest.

From a qualification perspective, 3D2B identified 267 qualified leads that met the BANTS criteria (budget, approval authority, need, timeline, and size of the solution), and who set an appointment with sales. Of those qualified leads, 168 became qualified sales opportunities and were included in the sales pipeline and forecast. This represents a conversion rate from qualified lead to sales opportunity of 63%, proving the quality of 3D2B's work.

3D2B also identified 166 long-term opportunities to be nurtured into qualified leads. These long-term opportunities are prospects who express interest but whose timeframe is too long to be considered an immediate sales opportunity.

In addition to generating leads and sales opportunities, 3D2B was successful in enriching the company's marketing data. Of the leads assigned, more than 2,500 required profiling, as they had no contact data and very little company data. In most cases, all 3D2B had to work with was a company name.

Ultimately, the company has been so pleased with the project that it often refers other businesses to 3D2B, citing the great results they've achieved. In the end, the company now has the tools and resources it needs to meet customer demand and bring robust cloud computing solutions to many enterprise businesses across the globe.

\*Our Client has requested confidentiality for the purpose of this case study

*Established in 2003, 3D2B provides B2B telemarketing and lead generation services to help foster customer relationships and boost sales across all industries. With offices in Rome and New York, 3D2B assists sales and marketing organizations across the globe.*

*Founded on the principle of providing quality, specialized B2B telemarketing and lead generation services, 3D2B prides itself in the fact that its agents are highly educated, natively speak the languages they cover, and have industry-specific experience. For more information about 3D2B, visit [www.3D2B.com](http://www.3D2B.com).*

**For more information about 3D2B, visit [www.3D2B.com](http://www.3D2B.com) or call +1 718 709 0900 or +39 06 978446 60 (EMEA).**