



## Industry Focus

IT Security

## Geography Focus

USA

## Overview

Field Effect wanted to target MSPs in the US region to expand their business. To achieve this goal, they needed a lead generation partner who can help them reach the decision-makers in the given industry segment.

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# Datamatics Delivers 300+ BANT Qualified Leads to Cybersecurity Leader - Field Effect



## About the Client

Field Effect, a global cybersecurity company, is revolutionizing the industry by bringing advanced cybersecurity solutions and services to businesses of all sizes. After years of research and development, the client has pioneered a holistic approach to cybersecurity; a complete Managed Detection and Response (MDR) solution and an expert-led professional services form a unified defense that results in superior security, less complexity, and immediate value.

## Objective and Solution Offered

Being an industry leader in the cyber security domain in the US, Field Effect had some clear objectives and expectations from the partner -

- Target Business and IT leaders in the Director+ band level in MSPs
- Generate highly qualified BANT leads within organizations
- Have a blended approach of tele-calling and email
- Use curated BANT script to contact prospects
- Use customized content – Whitepapers & emails
- Additional second touch follow-up for prospecting

## Project Highlights

With a detailed brief of business asks, our team was able to tailor a lead gen solution that met all the criteria of Field Effect. The critical project highlight was the blended lead gen approach, which was the use of the BANT framework for MQL segmentations and used customized collateral for better targeting and recall for the prospects.

## Business Challenges

Given the explicit business requirement, our lead gen team's most significant business challenge was the 'Director & Above' job titles that Field Effect wanted to target. Furthermore, while devising the solution to reach out to targeted prospects, our team quickly identified that no single channel would suffice. They had to devise a blended approach to target the audience - a combination of voice and email outreach.

## Study Approach & Methodology

To meet the client's specific requirement, we used telemarketing for BANT segmentation and a blended approach for MQL segmentation of the prospects. In addition, we used pre-delivery emails and whitepapers for the prospects to improve the brand recall.

## Business Gains and Key Benefits

With Datamatics effective solution, Field Effect got the following business benefits -

- **436** leads as of July 2023 - The highest no. of qualified leads from a digital source
- **299** MQLs - **69%** Conversion
- **12** opportunities - Robust Sales Pipeline
- **9** Customers - New Revenue Stream & ROI generated
- Best conversion rate of all sources



*"Datamatics has transformed our marketing efforts with their blended lead gen approach. Their multi-touch campaigns with curated content have delivered over 300 BANT qualified leads. The result is a high-quality sales pipeline with tangible business growth and increased revenues."*

**Silvia Bitchkei**

Demand Generation Manager, Field Effect Software Inc.