

Sharpen

Introduction

This case study of Sharpen is based on a survey of Frost & Sullivan customers by TechValidate, a 3rd-party research service.



“The Brand & Demand team’s campaigns provide an excellent opportunity for a company like Sharpen to reach a high-quality audience. Their ability to execute yielded a significant volume of high-caliber leads. They have an automatic line item in my annual budget.”

“I love working with them. Our projects have always been extremely high quality and delivered great results.”

Challenges

The business challenges that led the profiled company to evaluate and ultimately select Frost & Sullivan:

- Faced the following challenges when conducting their own lead generation campaign:
 - An inability to reach their target audience.
 - A lack of value with external lists.
- Selected Frost & Sullivan’s Pipeline Accelerator campaign for the following reasons:
 - Third-party positioning (credibility).
 - Expanded reach.
 - Desire for marketing return/sales pipeline.

Use Case

The key features and functionalities of Frost & Sullivan that the surveyed company uses:

- Leveraged a white paper for the Pipeline Accelerator campaign.
- Highly recommends Frost & Sullivan’s Pipeline Accelerator campaign to a colleague or peer.
- Reported that the quality of leads delivered from the Pipeline Accelerator campaign exceeded expectations.
- Reported that the number of leads delivered from the Pipeline Accelerator campaign greatly exceeded expectations.

Results

The surveyed company achieved the following results with Frost & Sullivan:

- Agreed that they are confident they will generate a return from the Pipeline Accelerator.
- Had over 75% of the leads generated from the Pipeline Accelerator match their target audience.
- Strongly agreed that leveraging Frost & Sullivan to distribute the content they produced increased credibility and readership.

Company Profile

Company:
Sharpen

Industry:
Telecommunications Services

About Frost & Sullivan

Frost & Sullivan enables clients to accelerate growth and achieve best-in-class positions in growth, innovation and leadership.

The company’s Growth Partnership Service provides the CEO and the CEO’s Growth Team with disciplined research and best-practice models to drive the generation, evaluation, and implementation of powerful growth strategies.

Learn More:

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