

Frost & Sullivan’s Pipeline Accelerator Campaign Delivers High-Quality Contacts

Introduction

This case study of a Global 500 computer services company is based on a November 2020 survey of Frost & Sullivan customers by TechValidate, a 3rd-party research service. The profiled company asked to have their name blinded to protect their confidentiality.



“Our Pipeline Accelerator campaign enabled us to reach new audiences and delivered high-quality contacts, which is exactly what we wanted.”

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:
 - Inability to generate quality leads
 - Inability to reach their target audience
 - Lack of value with external lists
- Selected Frost & Sullivan’s Pipeline Accelerator campaign for the following reasons:
 - Access to new prospects
 - Third-party positioning (credibility)
 - Expanded reach
 - Desire for marketing return/sales pipeline

Company Profile

The company featured in this case study asked to have its name publicly blinded because publicly endorsing vendors is against their policies.

TechValidate stands behind the authenticity of this data.

Company Size:
Global 500

Industry:
Computer Services

Use Case

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

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

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:

[Frost & Sullivan](#)

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 100% 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.