

Frost & Sullivan’s Pipeline Accelerator Delivers Desired Results for Salesforce

Introduction

This case study of Salesforce is based on a September 2020 survey of Frost & Sullivan customers by TechValidate, a 3rd-party research service.



“Frost & Sullivan’s Pipeline Accelerator delivered leads exactly as I expected with our given parameters.”

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
- Selected Frost & Sullivan’s Pipeline Accelerator campaign for the following reasons:
 - Desire for marketing return/sales pipeline

Company Profile

Company:
Salesforce

Company Size:
Large Enterprise

Industry:
Computer Software

Use Case

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

- Leveraged a white paper for the Pipeline Accelerator campaign
*Very strongly recommends Frost & Sullivan’s Pipeline Accelerator campaign to a colleague or peer
- Reported quality of the leads delivered from the Pipeline Accelerator campaign met expectations
- Reported the number of the leads delivered from the Pipeline Accelerator campaign met 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:

- Strongly agreed that they are confident they will generate a return from the Pipeline Accelerator
- 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