Exceeding Expectations and Generating ROI

Introduction

This case study of a medium enterprise computer software company is based on an August 2018 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.

Challenges

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

- Selected Frost & Sullivan's Pipeline Accelerator campaign for the following reasons:
  - Third-party positioning (credibility)

Use Case

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

- Leveraged a brief for the Pipeline Accelerator campaign.
- Would strongly recommend 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 the leads delivered from the Pipeline Accelerator campaign exceeded expectations.

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.
- 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

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:
Medium Enterprise

Industry:
Computer Software

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