

ELEVATE Generates Qualified MQL's for ESET Sales Team

ELEVATE secures leads at MWC for ESET — exceeding meeting targets by 20%

"For years, ESET has been making the digital world a safer place. Through innovation and best-in-class technology, ESET secures over 100 million people around the world every day." Andrew Lee, CEO, ESET North America

Executive Summary

ESET has been creating award-winning threat detection software since 1992. They're proud to service over a 100 million users in 202 countries, making them a global brand that helps build a more secure digital world.

ESET was looking for a business partner who could drive an impactful presence at Mobile World Congress 2017 in Barcelona. They were interested in a strategic approach to driving onsite meetings with new highly targeted prospects that had the right decision making power thus enabling their sales teams to focus on quality engagements during and after the event.

ELEVATE successfully completed a similar Mobile World Congress project for ESET in 2016. So, ESET referred back to ELEVATE to recreate that success for MWC'17. ELEVATE was asked to drive a strategy and implement a process that yielded successful decision making meetings with key mobile operator accounts. The 3 month project that included list optimization, a project brief and appointment setting; exceeded ESET's expectations, achieving results 20% over target.



Challenges

ESET marketing was given the task of setting up meetings for their sales people who planned to attend MWC'17. In previous years, sales have not been able to focus on building net new business at the event and have directed this activity to the marketing organization. To empower their sales efforts, they decided to complement their internal team by outsourcing this strategic activity.

Why ELEVATE?

With over 22 years experience, ELEVATE brought a qualified track record of driving strategic engagements for sales in large enterprise cyber security companies. More specifically, ELEVATE has had extensive experience working with other enterprise vendors who have attended Mobile World Congress in the past.

Having this experience enabled the ELEVATE team to easily maneuver through the event nuances and culture that can make this project extremely difficult to execute. With this knowledge and ELEVATE's pedigree, the team was able to build a program that centered on the customer's needs and industry best practice.

Industry: Cyber Security
Software Service Provider

Company Profile: ESET is an IT security company developing leading-edge security solutions against cyber threats.

Founded: 1992

Employees: 1,300+
Globally



Scope:

The project spanned 13 weeks and included a project brief, list cleansing, 5 email campaigns and calling to over 1,775 contacts. The purpose of this was to identify those attending MWC and to set meetings with identified key decision makers that sales would otherwise not have a chance to engage with. In addition to the primary focus, team ELEVATE was asked to promote and secure attendance for ESET's targeted Networking event hosted by ESET's Chief Research Officer, Juraj Malcho. The event was intended for contacts who would like to meet with ESET at MWC but were not able to commit to a date and time.

The project brief was set up in collaboration between ESET sales, marketing, and the ELEVATE project management team. ELEVATE had a chance to build a relationship with the ESET sales which created the trust required to build, collaborate and deliver successfully targeted meetings at the show.

“The process of setting the brief, sharing product knowledge and taking the time to understand ESET’s focus audience really separated ELEVATE from any other prospecting vendor we have used in the past.” Daniela Buján, Head of Global Marketing Programs

Project Details:

- 13 week program
- Cleansing of 7 lists consisting of 1,515 contacts from various forms of data collection to be leveraged as the master calling list for the project. The list was also enhanced so it could easily be uploaded into ESET’s CRM post project
- A project brief designed collaboratively by ESET and ELEVATE teams to build the engagement flow, conversion guidelines, and meeting process flow
- Calls into key contacts from the list to secure onsite meetings at MWC’17 & drive attendance to their networking event
- Provide the email content for engagement, meeting reminders and follow-up post show

Project Conversion:

- 600 C-level contacts validated
- 31 on-site meetings with C-level executives, exceeding target by 20%
- An additional 20 potential meetings identified
- 5 additional teleconferences (for those not attended MWC’17 but still wanted to meet with ESET)
- Project extension post show is in progress and team ELEVATE is executing extensive follow up and prospecting for additional contacts that were acquired during the show



Next Steps

ESET has named ELEVATE as their trusted partner of choice to drive event ROI. The successful blueprint developed from this effort is not only reliable but repeatable with minimal effort by ESET. ELEVATE can execute strategic appointment setting having a critical understanding of ESET's business, key stakeholders, strategic accounts and key personas that sales is keenly interested in further developing relationships with.

"ELEVATE has become our trusted partner and vendor of choice to drive marketing ROI by building a quality pipeline of opportunities for our sales division. ELEVATE has truly become an extension of our sales team filling in a much needed gap between ESET's sales and marketing groups!"



Daniela Buján Head of Global Marketing Programs, ESET

About ELEVATE

ELEVATE is the leading multilingual, global provider of insourced new business generation expertise and services. Providing proven skills, programs and tools to develop, launch, track, and analyze data-driven, business-to-business marketing and sales campaigns with real-time visibility and metrics, sharing 22 years of ELEVATE's field experience. A proven track record of generating immediate and long term increases in revenue streams and ROI for clients. ELEVATE's beliefs, passion and drive make ever difference when you need to deliver!

About ESET

For 30 years, ESET has been developing industry-leading IT security software and services and businesses and consumers worldwide. With solutions ranging for endpoint and mobile security to encryption and two factor authentication, ESET's high-performing, easy-to-use products give consumers and businesses the peace of mind to enjoy the full potential of their technology. ESET unobtrusively pretty and monitors 24/7, updating defenses in real time to keep users safe and businesses running without interruption.

Evolving threats require an evolving IT security company. Backed by R&D centers worldwide, ESET became the first IT security company to ear 100 Virus Bulletin VB100 awards, identifying every single instance of “in-the-wild” malware without interruption since 2003. For more information, visit www.eset.com.

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