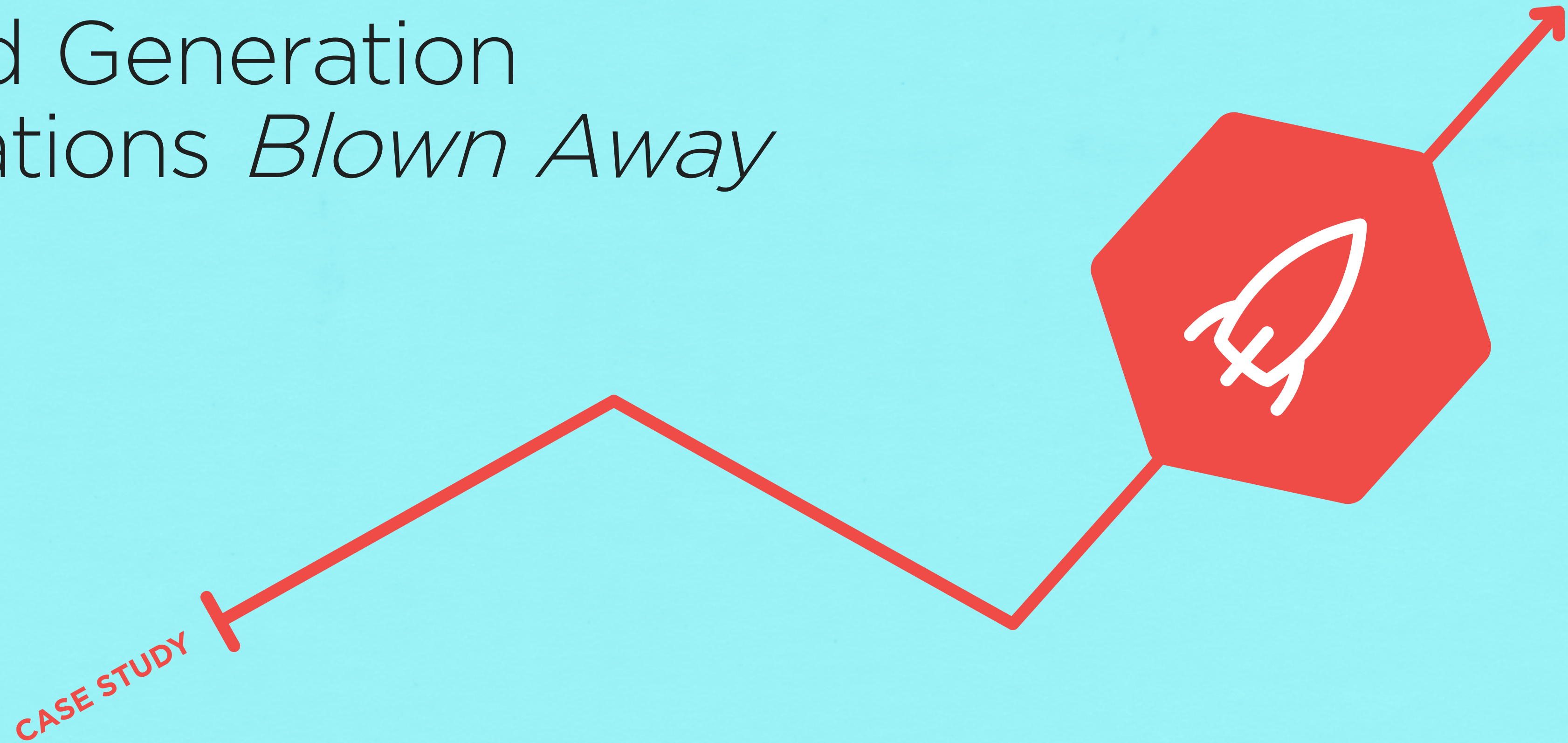


Demand Generation Expectations *Blown Away*

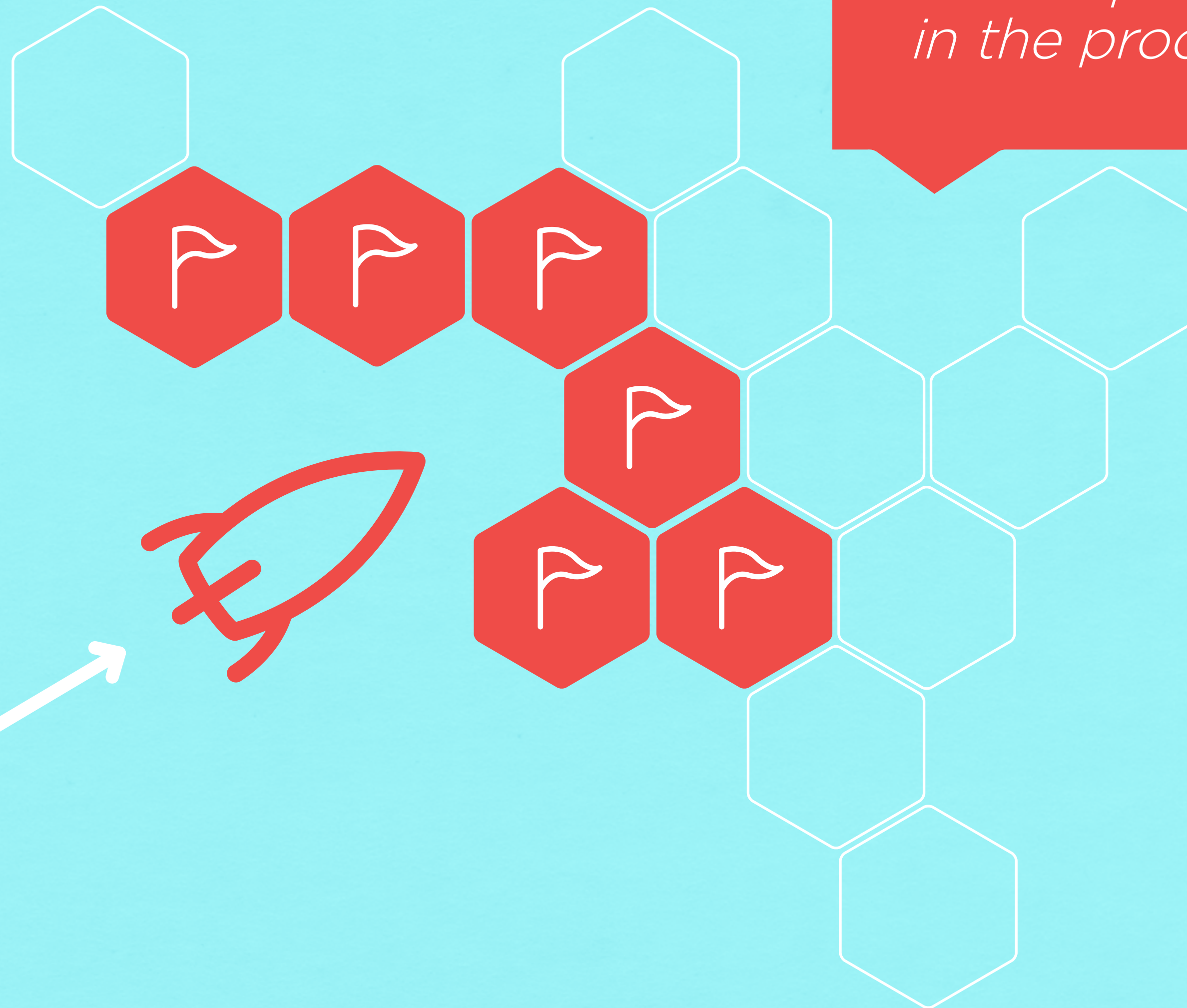


The Grid generates thousands of leads every week. It has so far generated a forecast revenue pipeline in excess of \$1 billion dollars. The APAC division of a security software company decided to put it to the test.

They were interested in trialling the Grid as an easy-to-use demand generation platform to determine whether it could help them generate net new revenue through their partner community.

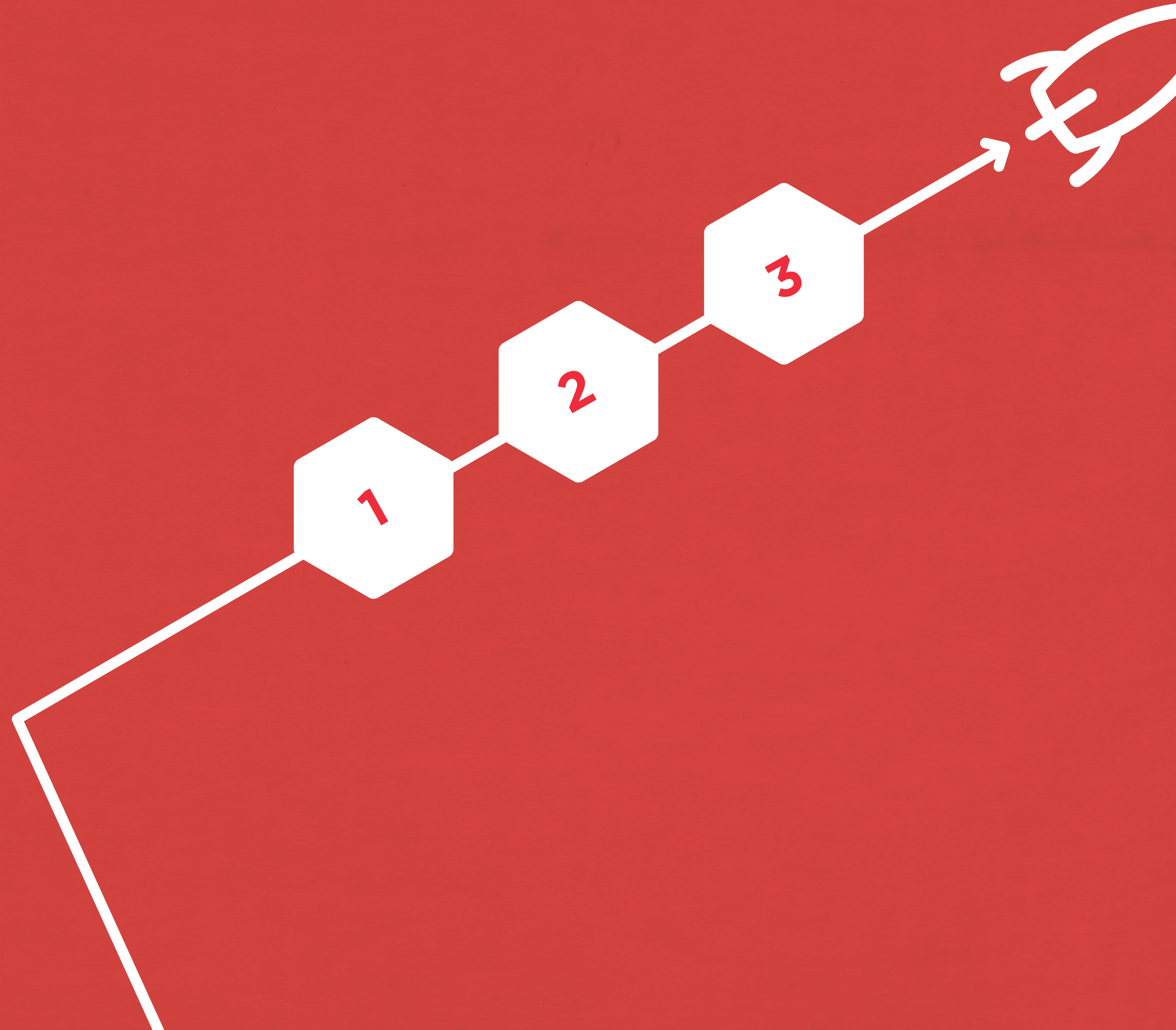
In short, it did: blowing away their expectations in the process.

*blowing away
their expectations
in the process.*



What Happened?

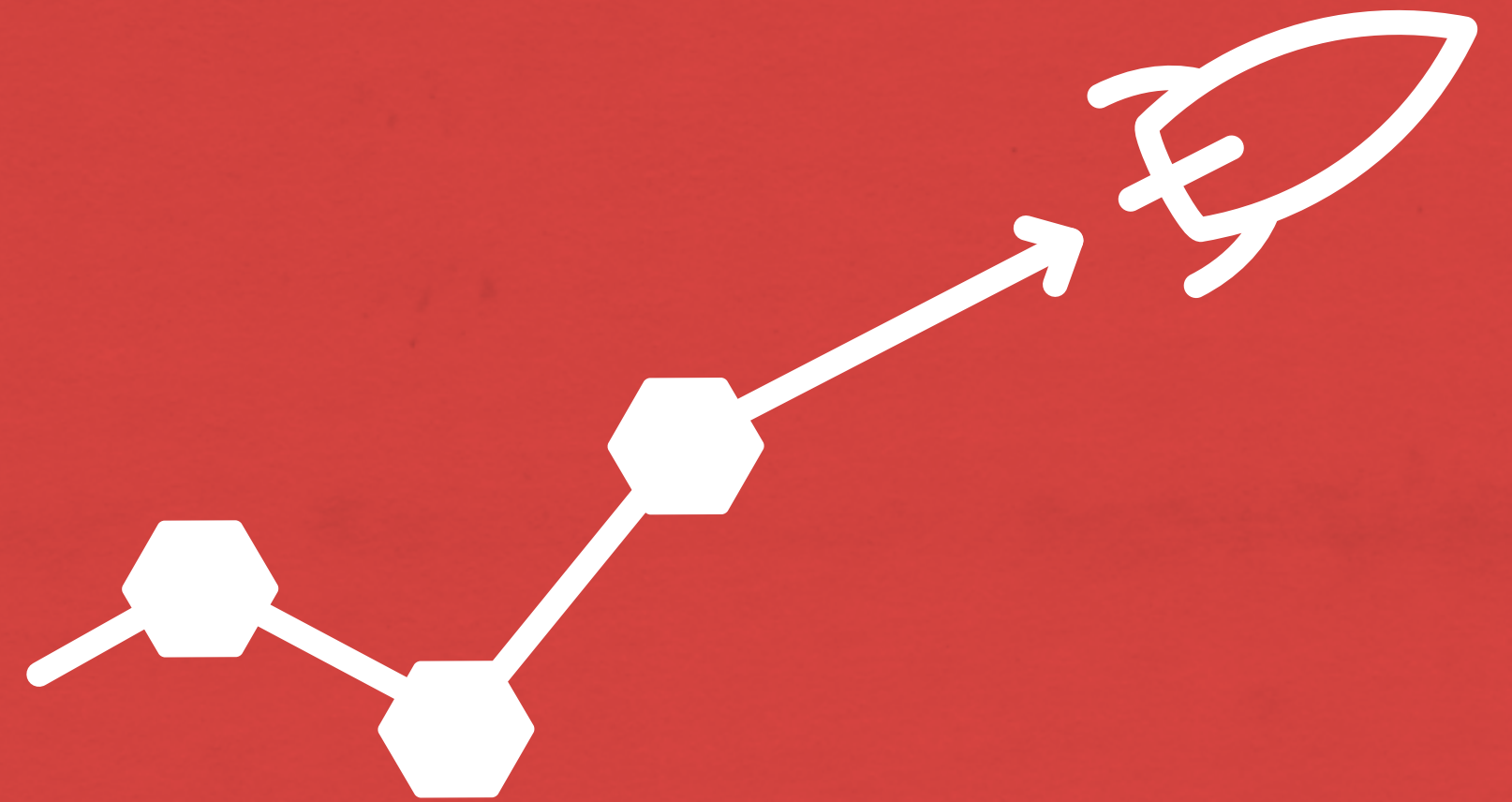
Over a 3-month period, they worked with Elastic Digital, piloting the Grid with their partner community and partner marketing bureau to create and deploy a Grid Webinar and Grid Promo, related to a recent security software release.





Modules

Each Grid Module was co-branded by participating partners. They then securely uploaded their contact databases to the Grid, and emailed professionally designed emails to their prospects and customers.



Real-time Reporting

As with all Grid Modules, all user interactions were tracked and recorded, enabling real-time reporting for each partner. Leads were generated automatically and emailed to partner-designated inboxes.

The security software company accessed high-level Grid reporting, excluding individual contact details to maintain their partners' database confidentiality.



Grid Webinar

The Grid Webinar extended the lifespan of a pre-recorded video to increase the reach of their messaging through targeted partners, to each partner's contact database. While watching the video, users could ask partners a question triggering an immediate email request.



Grid Promo

The Grid Promo Module gave partners a tactical, quick-to-market way of leveraging a key promotional offer—extending its reach across the software company's partner community channel. It included an email, reminder email and landing page.

Targeting

These Grid Modules were made available to targeted partners across the Asia Pacific in English only. Partners were selected in Australia, New Zealand, India, Bangladesh, Malaysia, Phillipines, Singapore and Hong Kong.

Their partner marketing bureau assisted with on-boarding targeted channel partners who were qualified to sell this particular software solution.



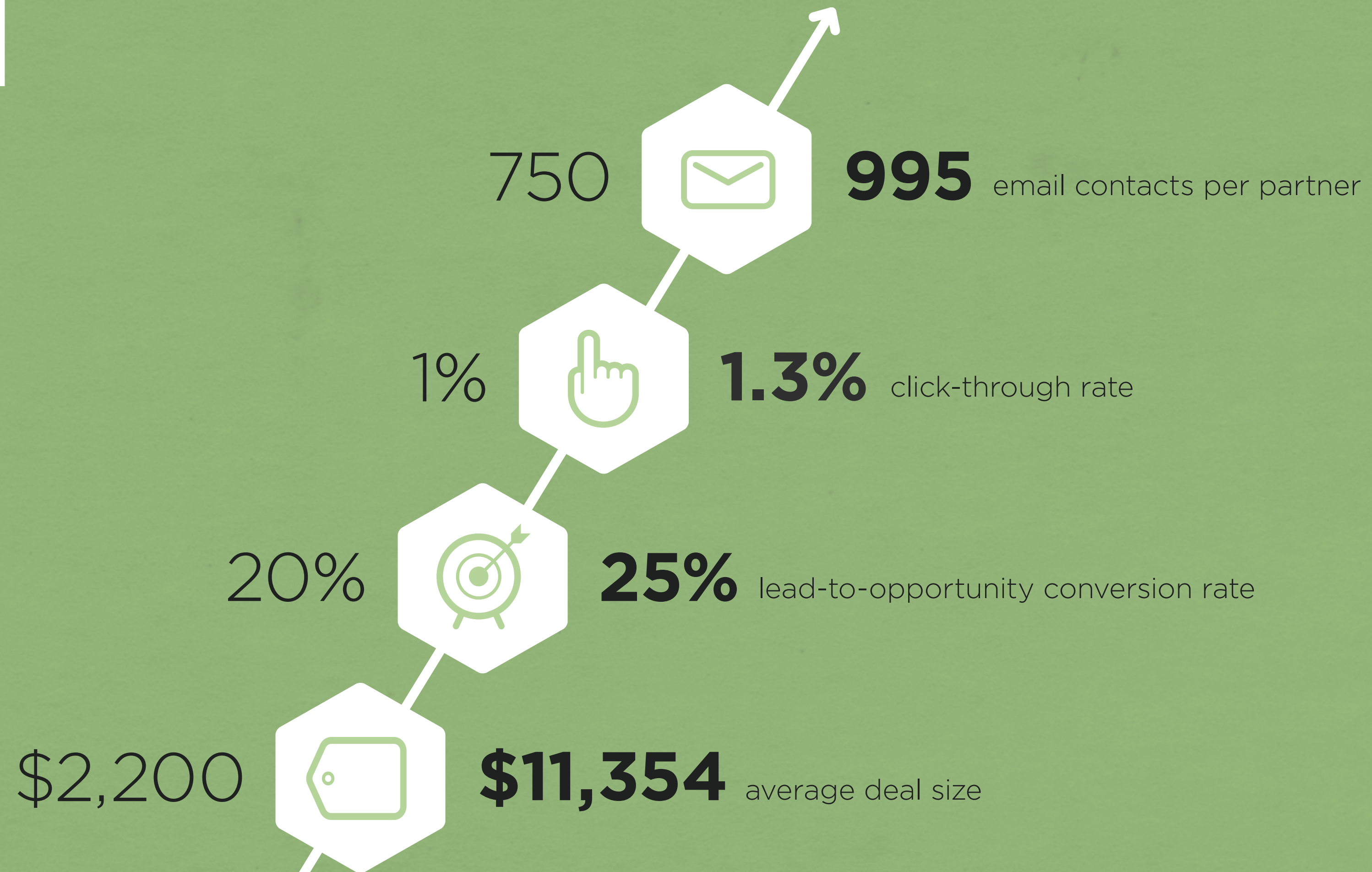
It's fair to say that these expectations were reasonable, if not reasonably bullish in part—particularly the 20% lead-to-opportunity conversion rate.

Unexpected Reality

The security software company reported the following results as follows:

Expectation

Going into this trial, the security software company, based on past marketing experiences, expected the following for each partner:



That's ...

33%
more
contacts
made than
expected

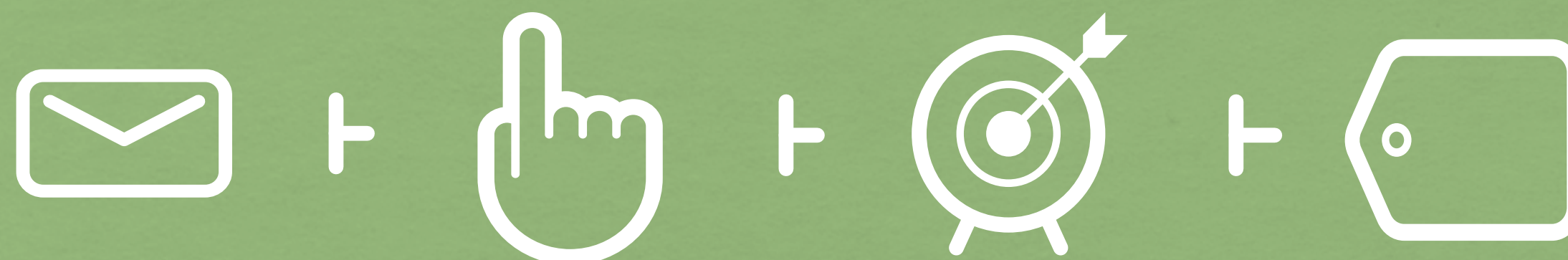
A
30%
higher
click-
through
rate

A
25%
higher
conversion
rate

And, an
average
deal size
516%
higher than
expected!

Getting Grid results like this has meant that the security software company is now seriously considering launching more Grid campaigns across more regions.

And, if those results weren't enough, feedback from partners was also extremely positive.



Feedback from Partners

Partners liked the flexibility of the tool to customize their campaign to articulate their own unique value proposition. Based on this experience, participating partners expressed a great deal of interest in the availability of more Grid campaigns in the future.

Detailed reporting allowed partners to have very targeted follow-up conversations with each lead alert generated by their campaigns.

The Grid is really a very fantastic tool, which gives granular visibility through reports. I like it very much and I am also planning to launch one more campaign soon.



I.S., India

We're extremely satisfied with the results. I am also amazed about the reporting features and how detailed and informative it is.



M.H.&L.C., Australia

Thank you for letting me know what lead alert means. I've had a look--- I love it!! I'm a big fan of reports and figures (sorry, a little nerdy) and the site is very easy to navigate. Thanks for your help with all of these!



C.F, Australia



Unexpected Benefits

In addition to the support of participating partners, another unexpected benefit of this Grid trial was the very positive feedback from the security software company's partner marketing bureau tasked with helping partners to generate leads with Grid Modules.

This Grid activity enabled our team to act like marketing consultants/ advisors for our partners.

The Grid is not only a marketing tool but it's also a relationship building tool!

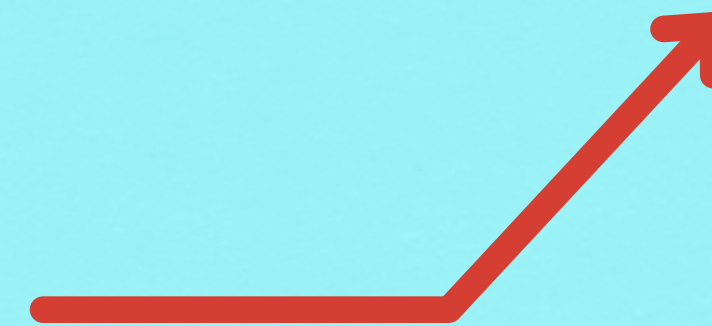
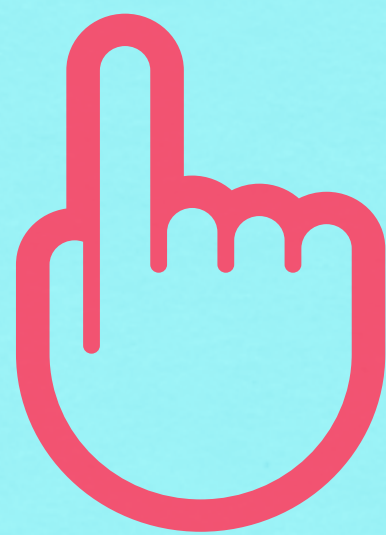
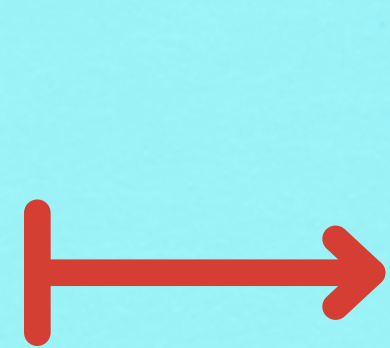
This is how channel marketing programs help channel partners to build a pipeline with the help of a marketing tool.

This activity helped me to work WITH the partners.

Key Results

Security software company reported:

 **US\$324K**
Min. incremental
pipeline



A **30% higher
click-through rate**
than expected.

A **25% higher
conversion rate**
than expected.

If your
organization
would benefit
from Grid
results like
these, please
contact
Elastic Digital.

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