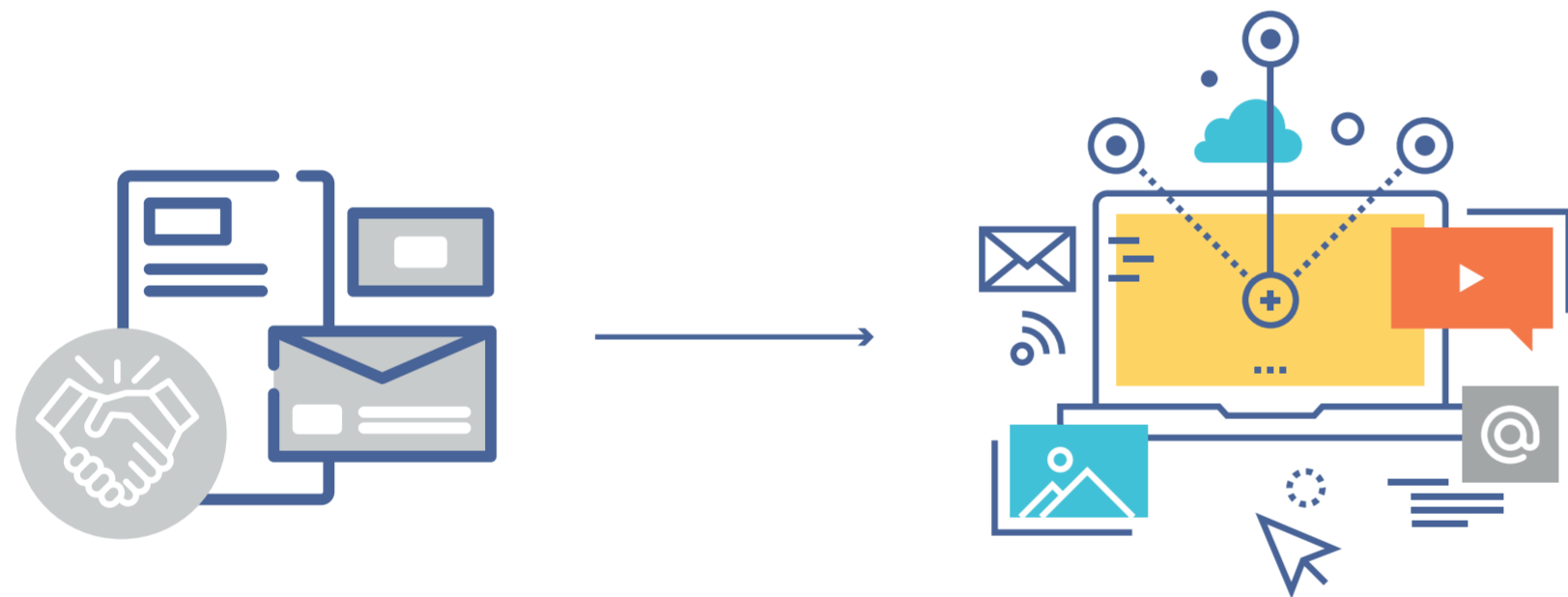




Predictable Marketing was tasked by **Evolving Systems** from April 2020 to create a campaign to increase demand of their solutions and acquire new logo clients.

Evolving systems relied on traditional marketing media – events, cold calling and telephone appointments to get in front of new clients. However, the ROI on the traditional marketing efforts was declining and with COVID restrictions increasing, the leads coming in dropped significantly due to no in person meetings taking place.



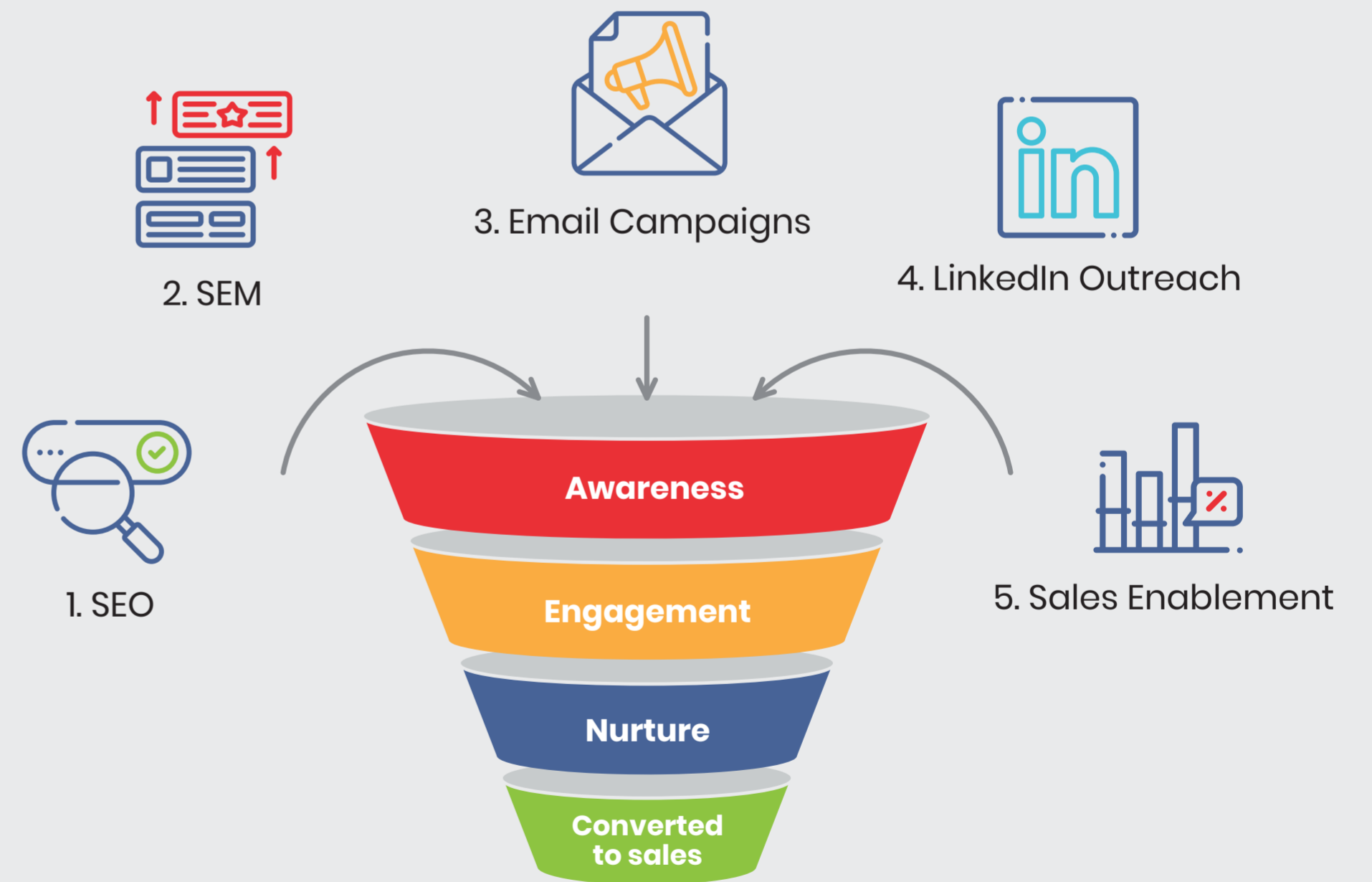
TRADITIONAL MEDIA

DIGITAL MEDIA

Predictable Marketing started to work with them as a new client to design and implement a demand generation campaign which would encompass all digital marketing media platform with an objective to generate qualified demand within the telecom sector.



The **global campaign** had **five key pillars** customised for each geography: **Africa, Asia, Europe, Latin America, Middle East, North America, Russia and Singapore**



Optimising prospect journeys to conversions

Prospect journey's were optimised using attribution models. **Predictable Marketing** also enabled the sales team to manage the workflow of marketing qualified leads through to sales by establishing lead handling processes and providing sales training.



Targets and Results

Target:
Increase in the organic traffic by

10%

RESULT:
281%
increase in traffic

RESULT:
£14.2mn
new sales pipelines created

Target:
Create a pipeline of new logo prospects of **£5 mn** over the year