CASE STUDY:
HP IT CONSOLIDATION

HP wanted to sell IT consolidation solutions in the face of a tough economic turndown. Pearson & Co. helped deliver results at a whopping 105 percent better than the industry average. Here's how.

Here was the challenge.

HP needed a way to convert the top 250 CIO and IT manager contacts at their large enterprise accounts. The company wanted to build awareness, consideration, and preference for HP IT consolidation solutions in key vertical markets including healthcare, telecom, financial services, and manufacturing.

So how did they address it?

Since the target list was manageable and comprised of distinct vertical segments with different value propostions, the company wanted to try a personalized 1:1 marketing campaign. Success would be measured by conversion of prospects to program registrants and qualified leads.

What did Pearson & Co. do for HP?

We created messages and offers relevant to each segment, and then deployed them in a multi-touch, integrated direct mail and email campaign. Each touch was customized so that creative concepts and form factors were relevant to each title and offer, and the messaging was targeted specifically to address the pain points of each vertical and title.

What happened?

Overall end-to-end registration rates were 85 to 105 times higher than the industry average and HP met its sales revenue targets easily.

Now, here's what YOU need to do.

f you're interested in exceeding your marketing goals and achieving a quick return on your marketing investment, call Jenée Difu today at 408.540.5305. Or, if you'd like to explore additional best practices in regards to demand generation and one-to-one marketing, click here.