



LeftHand Networks Takes a Two-Pronged Approach to Delivering Qualified Leads to Its Sales Team through Concurrent Lead Generation and Lead Nurturing Programs



90octane successfully established a program that exceeded lead projections, lowered the cost-per-inquiry (CPI) by 31% from the previous quarter and nurtured existing leads for greater sales conversion.

The leader in iSCSI SANs, LeftHand Networks pioneered the IP storage area network (SAN) market in 2001 with the introduction of SAN/iQ-powered solutions. SAN/iQ® systems are used throughout the world in production environments by companies such as Alcoa, Comcast, Pfizer, Time Warner Cable and Verizon.

Challenge

During Q4 of 2007, 90octane's challenge was to both generate new sales leads from an audience of C-level IT executives, while effectively nurturing a dormant, existing database of leads from the previous three quarters. The objective was to ensure that all leads would be carefully qualified before being passed to the sales team. Aggressive projections included a high number of inquiries at a low external media CPI.

Solution

To generate new leads, 90octane implemented external media and pay-per-click (PPC) advertising pointed to LeftHand Connection, a marketing microsite that enables both lead conversion and easy content updates. Online media placements included targeted newsletter sponsorships, text links, white paper programs, content integration strips, buyer's guides and sponsored links.

90octane and LeftHand Networks also strategized an e-nurture program to assess levels of interest from existing leads. Significant database work assured that email lists were well



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segmented and clean, and a three-touch methodology converted leads into qualified candidates. 90octane provided copy, design and development, as well as hosting of email, email deployments and all tracking and reporting.

The leads were segmented by interest into two groups: those interested in a product offered by LeftHand Networks partner VMware and those inquiring into a product from LeftHand Networks partner Microsoft. Targeted messaging was created for each email send, and lead reporting provided LeftHand Networks with leads organized into those to pursue and those to drop from the database.

Results

90octane exceeded its aggressive lead generation projections by 6%. Furthermore, the CPI from external media placed for lead generation decreased 31% from Q3 to Q4 of 2007. High-profile companies on LeftHand Networks' list of target customers became leads.

In the e-nurture portion of the program, conversion rates from email broadcasts ranged from .29% to as high as 9.8%, with an average conversion rate of 2.5% - well above industry averages, according to MarketingSherpa's *Business Technology Marketing Benchmark Guide 2007-08*.

For more information, please contact info@90octane.com.



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