



LeftHand Networks Gains Promising Sales Leads and Strengthens Brand as Storage Innovator

LeftHand Networks is the leader in highly available and scalable iSCSI SANs (Storage Area Networks). Failsafe data availability, simple scalability, and ease of use make the LeftHand SAN ideal for mid-tier enterprises, including health care institutions, state and local government agencies, and educational institutions.

Challenge

When LeftHand Networks signed on with 90octane in November, 2004, the company had multiple goals. One key objective was to generate quality sales leads. In addition LeftHand wished to distinguish its innovative solutions from the competition and boost its positioning online as the leader in the fast-moving network storage sector. 90octane was brought in to help the LeftHand Networks team create and execute a lead generation and online branding program to achieve these goals.

Solution

Leveraging LeftHand Networks' existing in-house online marketing technology, 90octane acted as a strategic online marketing arm. The team began by developing a comprehensive strategy to tailor LeftHand's message and offer to its target audience. A high degree of flexibility was built into the strategy to optimize the program on a quarterly basis and stay ahead of changes within the industry. By optimizing offers and messaging every three months, 90octane was able to apply best practices to creative concepts for branding and lead generation. Using a client-tailored ROI model, 90octane was able to track sales back to targeted marketing tactics and measure the program's bottom-line success.

Results

One year after signing on with 90octane, LeftHand Networks continues to increase quality leads while decreasing cost per lead. Thus far, 2860 leads have been generated while detailed program measurement has yielded a cost-effective offer and media mix. Major milestones of the program include doubling sales growth and reaching the company's 1000th customer. Working with 90octane, LeftHand Networks has surpassed its goal of becoming a recognized provider of storage solutions and has realized numerous documented sales from this partnership.

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



"90octane offers an in-depth knowledge of lead generation strategy and tactics, as well as the ability to specifically help LeftHand target our high-tech, b2b audience. Their discipline and tracking capabilities have allowed us to maximize our marketing spend on lead generation."

Tracey Floming
Outbound Marketing Manager
LeftHand Networks, Inc.

