



Case study **DataStax : Customer Experience Professional**

The Champion's Champion

Requirement

Target net new Customer Experience (CX) audience with DM to open the door to a sales call - HTP (high target potency) prospects.

Strategy

Contacts were unknown to Datastax, so we researched them online and identified key points about their role, their company and its endeavours in CX. Originally the client wanted to send a gift from an existing customer

(Microsoft, eBay, Sony, Starbucks et al). However, we felt the recipient would perceive this to be arbitrary and of little emotional value. Ratio's recommendation was to celebrate their success as a CX professional.

Solution

A beautifully presented, personalised Trophy – celebrating each prospect as the Champion's CX Champion. A highly personalised booklet was included in the presentation box. Copy referenced unique researched data sourced about

each target and introduced to them why DataStax is so relevant to them in their role, and for their business.

An incentive of a Starbucks voucher was incorporated to inspire them to book a meeting with the sales representative and enjoy a free coffee from DataStax.

The Results

Campaign was very warmly received by the respondents. Follow-up sales calls found it easy to reach and converse off the back of the campaign.

A healthy pipeline was generated from 150 DM pieces deployed, achieving 40 meetings and 40 vouchers handed over - the campaign was a great example of marketing & sales aligned and working together to deliver a successful result.

Meetings that were not arranged with prospects fed into the ongoing nurture campaign.



Talk to us today

To discover how Ratio can make a difference to your business, email steved@ratiocreative.com

Ratio Creative

12-20 Oxford Street,
Newbury, Berkshire,
RG14 1JB

+44 1635 524 469

ratiocreative.com