

ACCELERATING PIPELINE GROWTH WITH MRP PRELYTIX

Enterprise Technology is known for being a frontrunner in the industry – always on top of the latest marketing trends. After seven years with a successful digital marketing package from MRP, they wanted to adopt the new marketing method that was more of an inbound mode rather than an outbound model. Their current outbound model was successful, but they wanted to push the envelope with new inbound tactics.

Business Challenge

The client wanted to aggressively re-engage their whitespace – target clients that have not been spending as much money in the past few years and get them to open up revenue opportunities again. The client also wanted have their partner-base further upstream and drive them through the distribution channel.

MRP Solution

MRP Prelytix is an advanced ABM Platform with predictive analytics baked into the core. Powered by Kx, the global leader in ultra-high speed data processing, we capture billions of signals each day. In fact, we track and analyze about 90% of web media and search activity and its' surrounding content, consuming these insights to trigger sales and marketing messages. MRP Prelytix delivered a critically important and complete picture of engagement, enabling Enterprise Technology to analyze the results of their efforts with great control: from lists, segments, and accounts, to funnel stage, and the revenue impact of tactics and multi-stage orchestrations.

Delivering Results

The results of MRP's revenue driving tactics saw engagement with over four hundred partners and four distributors, that were enabled throughout program. MRP's actions also saw an average total quality logistics (TQL) deal size of **\$54,950** and for one distributor, Enterprise Technology saw ROI **growth of 22%** in a single quarter.



Learn More At

www.mrpfd.com

sales@mrpfd.com