

DELIVERING HIGH-QUALITY LEADS WITH **MRP PRELYTIX**

LexisNexis Group is a corporation providing computer-assisted legal research as well as business research and risk management services.

Business Challenge

LexisNexis, a leader in providing essential information to help customers assess, predict, and manage risk, was looking for a way to identify a prospect's stage along the buyer journey and effectively communicate the right content at the right time. LexisNexis turned to MRP to develop an integrated demand campaign to deliver high-quality leads and sales engagements.

MRP Solution

MRP leveraged a net-new, fully validated list of opt-in prospects, alongside compelling creative, to create a high-impact demand generation program focused around content. At the start, MRP leveraged their high-impact direct mail program to generate buyer intelligence and identify a lead's stage in the buyer journey. Leads are then nurtured using specific content such as white papers and case studies through personalized email and direct mail. LexisNexis chose MRP Prelytix, because the solution converts leads into marketing (MQLs) and sales qualified leads (SQLs).

Delivering Results

Over 400 leads were generated from the direct mail campaign with complete survey responses. The survey questions indicated what each respondent's pain points were and at what stage of the buyer's journey they are currently in. More than 45 meetings have been scheduled to date for the LexisNexis sales team. The goal is to convert these meetings into won deals.

"MRP commits to leads, and they don't stop until they reach their goal. In our first campaign with MRP, we **generated over a million dollars** in opportunities. They are focused on getting the right contacts into the top of the funnel." *Lizzy Feliciano, Sr. Director Marketing Healthcare Solutions, LexisNexis*