

DEPLOYING ACCOUNT BASED MARKETING WITH **MRP PRELYTIX**

In a global market that is always switched on, Veeam helps organizations with disaster recovery, meeting recovery times of less than 15 minutes for all applications and data by leveraging virtualization, storage, and cloud technologies.

Business Challenge

Veeam Software develops backup, disaster recovery, and virtualization management software for the always-on enterprise. Although the company's roots are in the SMB space, Veeam is shifting its go to market strategy to target the enterprise space, focusing on approximately 1,400 accounts worldwide. Meredith Frick, Senior Marketing Manager for National Accounts, manages Veeam's largest channel partners. Since Veeam is 100% reliant on the channel to drive sales, Meredith had to shift her marketing strategies to match those of the company. That's when one of her colleagues introduced her to MRP.

MRP Solution

MRP launched an account based marketing campaign in the southeast region with one of Veeam's largest partners. A database was built and run through the MRP Prelytix platform to prioritize accounts by their stage in the buyer journey. Then, an account based marketing strategy consisting of a high impact direct mail campaign and an inside sales program was developed to target the most active prospects. Data from the campaign was loaded into SFDC, enabling Veeam to track and analyze conversion rates and ROI.

Delivering Results

According to Veeam, "The MRP campaigns are exceeding all our expectations. They are blowing the numbers out of the water. If we're expecting 150 profiled leads, we're getting 200. If we're expecting 25 meetings, we're getting 40. And we're seeing conversion rates as high as 25%." It wasn't long before the partners in the other regions got wind of the success of the MRP program, and it quickly went from a regional campaign to one on a national scale.

50%

conversion rate:
profiled leads to
meetings

25%

conversion rate:
meetings to pipeline
opportunities

65%

improvement in
original campaign
goals

Learn More At

www.mrpfd.com

sales@mrpfd.com