



Global ERP Vertical Oriented Program

KEY OBJECTIVES

Rich and qualified demand generation for SAP HAN A
and SuccessFactors

RESULTS

272 Qualified & Verified leads

98 Leads with meeting set up

23 ebooks downloaded

Background:

A top cloud company with 200 million users worldwide, SAP helps businesses of all sizes and in all industries to operate profitably, adapt continuously, and achieve their purpose

SAP Hana helps enterprises run on insight from data delivered in real time. Therefore, ability to connect to all data types across sources and silos is critical for success.

SAP SuccessFactors HCM Suite is SAP's SaaS human resources solution. It offers a variety of applications from Core HR applications like Employee Central or Employee Central Payroll, as well as Talent Management covering for example the Recruiting and Onboarding.

What we did?

SAP's customers and prospects come from a diverse range of industries, and hence we decided to create a vertical oriented messaging and engagement strategy.

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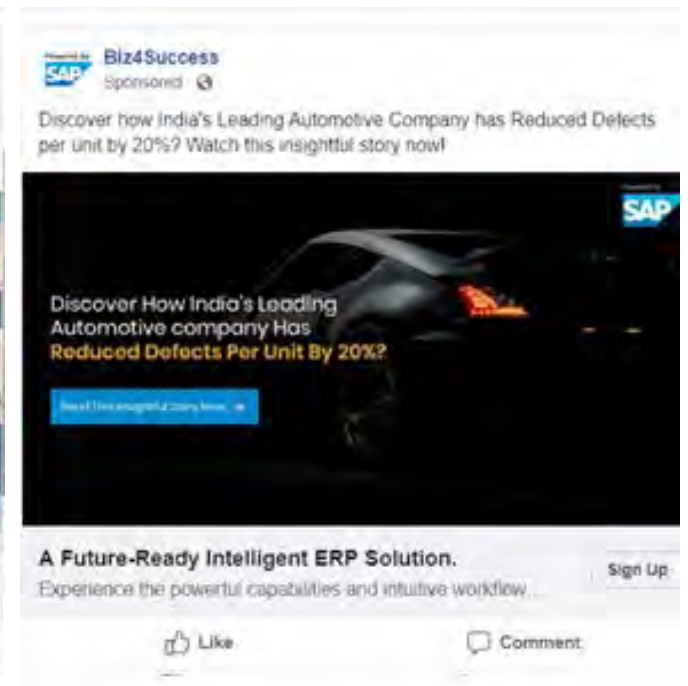
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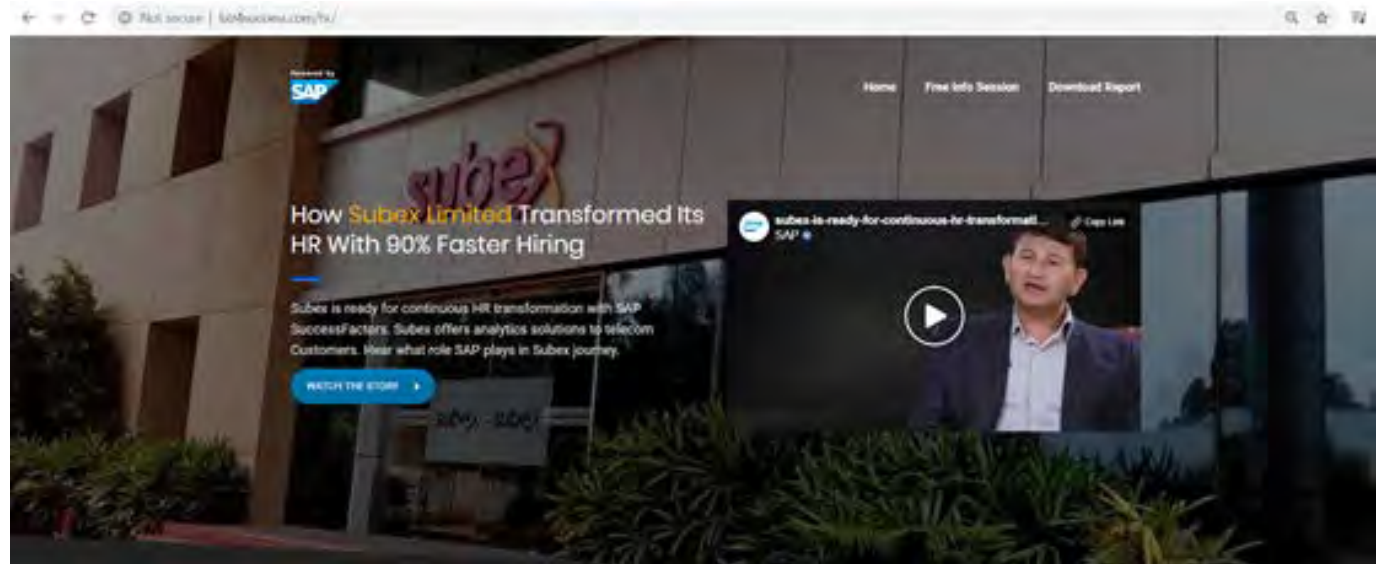
We used our RightLeadz program to identify and reach the exact audience set.

And vertical web environment to engage the audience. We understood that the audience needs to proceed through a journey and will not fill up forms in impuse. Hence our landing pages incorporated ebook/whitepaper download strategy to push uses through the journey or funnel

Our virtual demand generation team then reached out, verified, qualified and enriched the data sets before these were passed on to SAP



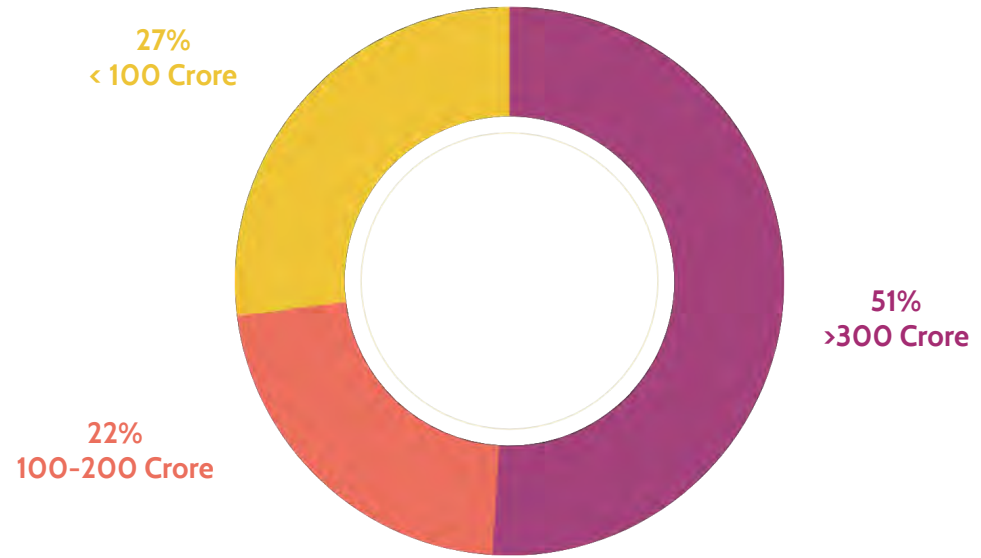
Vertical Wise Landing Pages:



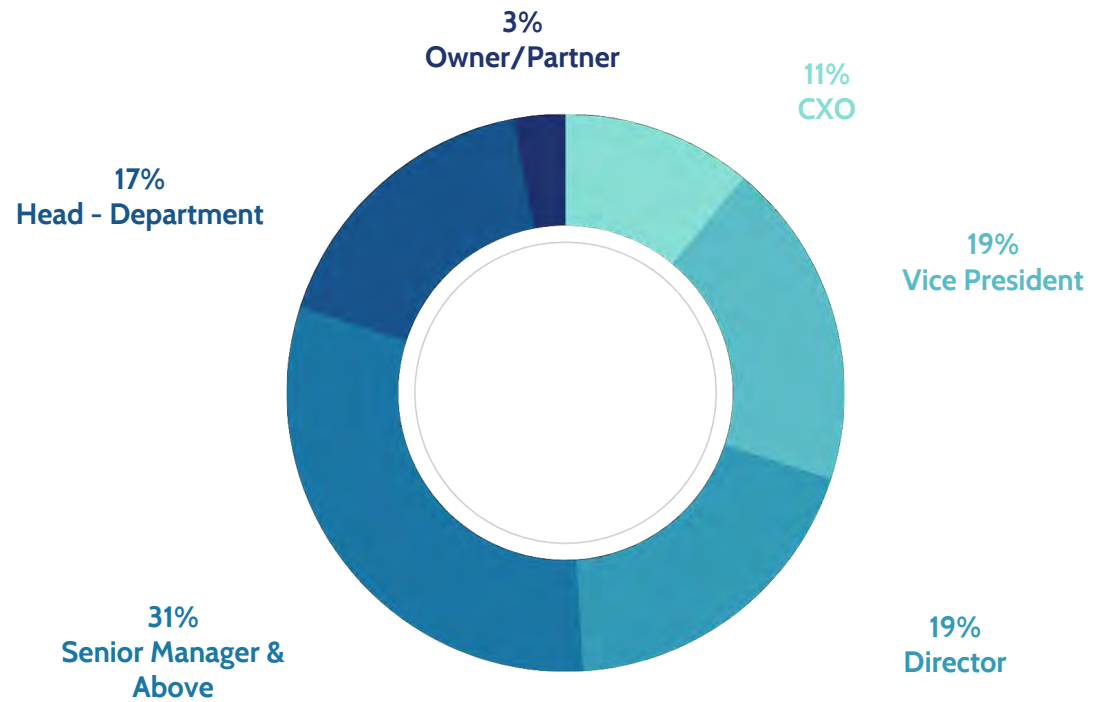


Results:

Turnover Segmentation

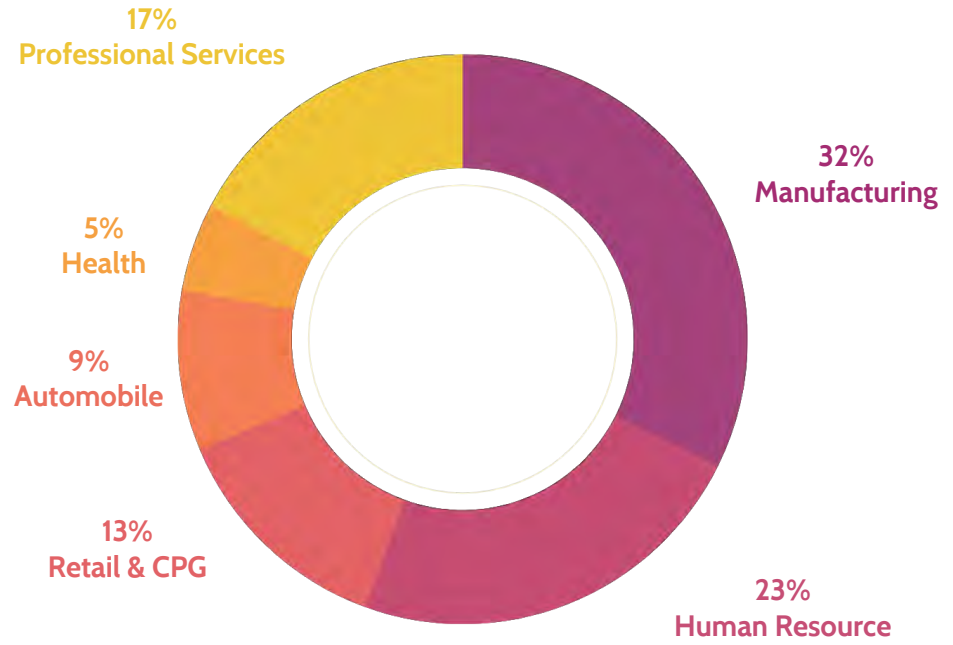


Designation Segmentation:

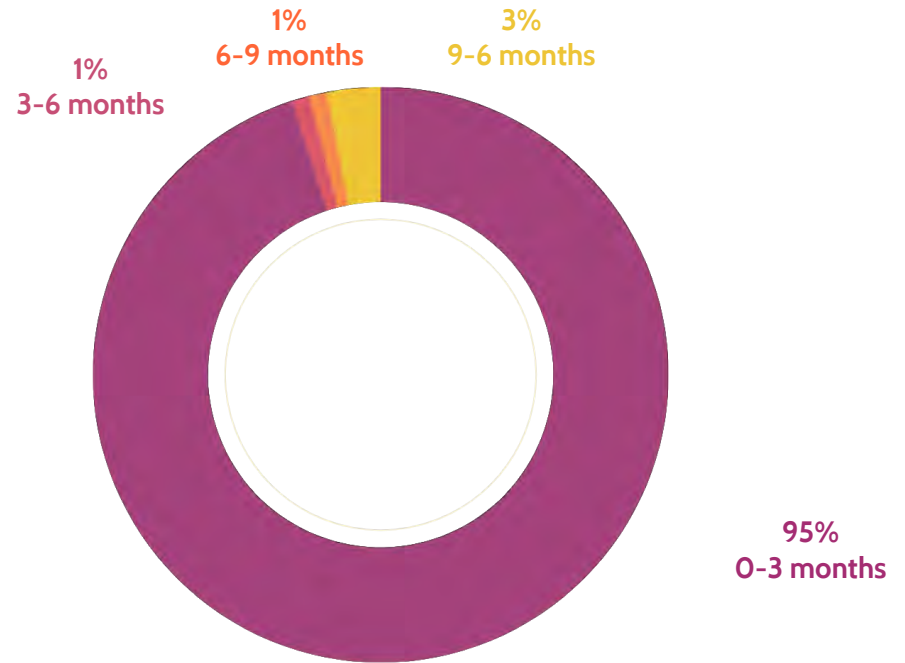




Vertical Segmentation



Planing To Buy - Segmentation



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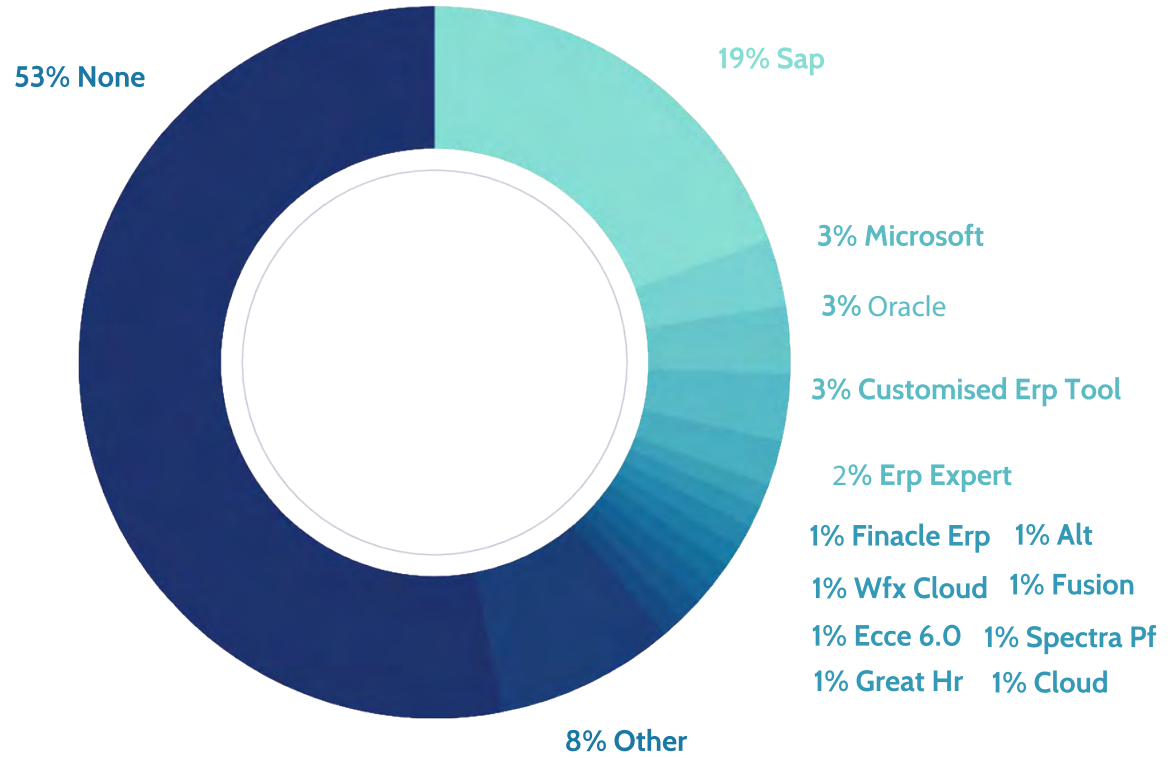
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Existing ERP Tool



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