

A B2B SALES ARROW CASE STUDY



A Global IT & Consulting
Organisation Gains
100% Sales-Qualified Leads
with **Active Prospecting,**
our Ace Proprietary Innovation.



ABSTRACT

Team B2B Sales Arrow delivered a stellar performance assisting a multi-billion-dollar Global IT and Consulting Organisation in powering event-based lead generation at the ITC Vegas 2022, the world's largest Insurance-Tech Conference.

Active Prospecting, our innovative indigenous solution, outshined the campaign while effectively generating one-to-one Sales-Qualified meetings with highly-targeted Key Decision-makers within marquee organisations from the insurance sector.

With over 80% Hot and Warm Leads, 80% Leads being Director and above, from organisations with total revenue exceeding \$400 Billion, we delivered top-of-the-line results and incredible experience surpassing the Client's expectations. B2B Sales Arrow achieved phenomenal success, winning distinguished client patronage for ITC Vegas 2023.

CLIENT BIO

The prestigious Client is a global leader in next-generation digital services and consulting, enabling clients across 60+ countries to accelerate their digital transformation. With revenue exceeding \$16 Billion and a 45-year legacy of service excellence in managing the systems and workings of enterprises, the IT and Consulting giant expertly steers its clients through their digital journey.



ABOUT ITC VEGAS

ITC Vegas is the world's largest Insurance-Tech event offering unparalleled access to the most comprehensive global convergence of tech entrepreneurs, investors, and insurance industry incumbents. The event showcased innovations and catalysed brainstorming sessions on increasing productivity while reducing costs and ultimately enriching the policyholders' lives.

CLIENT OBJECTIVE

The premier event offered a perfect platform for the Client to showcase its solutions targeting the insurance industry while building a strong sales pipeline with an ROI-driven lead generation campaign. The client's principal objective was to secure the maximum number of highly-qualified leads from the insurer organisations.

CLIENT REQUIREMENTS



Pre-event meeting setup with highly-qualified attendees



On-ground acquisition of one-to-one Sales-Qualified meetings with highly-targeted CXOs, and Key Decision-makers from the insurer organisations with a minimum annual revenue of \$500 Million



PROJECT CHALLENGES



Generating a significantly large number of Sales-Qualified meetings against tight deadlines



Access to insufficient attendee contact information owing to stringent data security compliances



It was Team B2B Sales Arrow's maiden opportunity to conduct an event-based lead-generation campaign in the insurance sector.



SOLUTIONS AND IMPACT

Database Development: Our Global Contact Discovery specialists developed a custom database of 3,000+ prospects from the Client's target accounts.

Pre-event Meeting setup: Our lead generation specialists launched tailored emails, calls, and mobile app campaigns to secure pre-event meeting appointments with highly-qualified attendees perfectly matching the Client's Ideal Customer Profile.

On-ground Lead Generation Through Active Prospecting: We executed rigorous prospecting and filtration exercises to coordinate with pre-scheduled meeting attendees and secured Sales Qualified leads matching the Client's criteria. In addition, the delivery of the solutions included a comprehensive matrix highlighting the **meeting schedules, executives' bio** (Function, Designation, Seniority, Social Profiling, etc.), and **company profiling** (Industry, Organisation, Revenue, Geography). Furthermore, we meticulously documented **meeting notes** to execute a more **tailored lead nurturing program**.

Direct Impact On The Sales Pipeline



32
SQLs



28
Hot & Warm Leads



24
Accounts With Revenue
Exceeding \$1 Billion



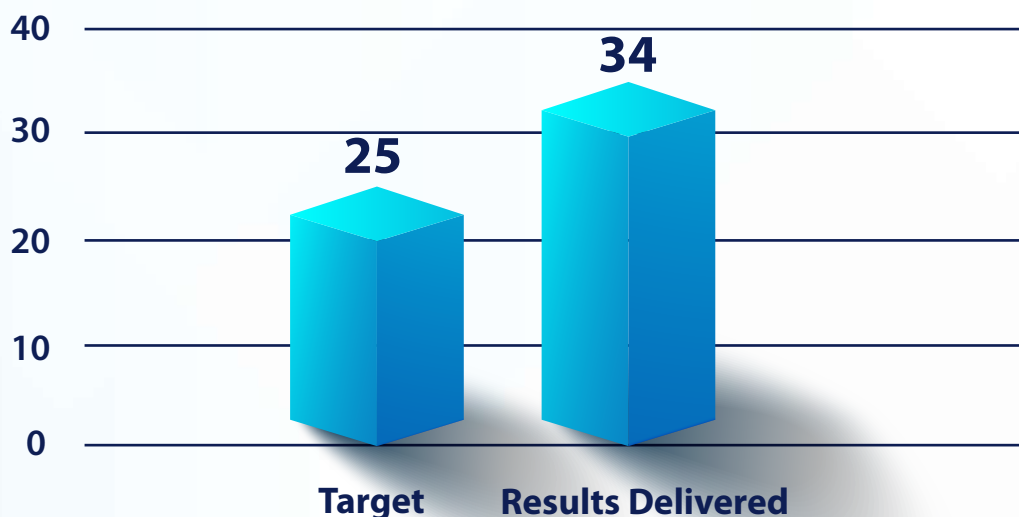
27
Meeting With
Director & Above

RESULTS

Team B2B Sales Arrow had the absolute joy of exceeding the Client's expectations with tremendous value creation while powering their lead generation efforts at the ITC 2022 in Las Vegas. The flagship event was a stellar success

with Active Prospecting, our ace proprietary solution, dominating the campaign and generating Sales-Qualified meetings from accounts with **total annual revenue exceeding \$400 Billion.**

Target vs Delivery



ABOUT B2B SALES ARROW

B2B Sales Arrow is a fast-growing value-based organisation driven by ten core values as its most prized possessions. Based out of New York/Bangalore, the organisation is a globally trusted research-based Marketing Technology company with specialisation and a proven track record in **Global Events** (In-person, Virtual, & Hybrid), **Lead Generation, Active Prospecting** (on-ground lead generation), **Global Contact Discovery Solutions, Custom Market Research, Corporate Media Production, Social Analytics, and Advanced Digital Solutions.**

Thriving on a passionate workforce of 60+ sharp professionals, Team B2B Sales Arrow assists multi-billion-dollar organisations in carrying out their End-to-End Lead Generation, Booth Design & Production, and Branding initiatives at global benchmark events such as



To know more about how we can help you develop a stunning sales pipeline, drop us a line at:



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