

.MONEY 20/20

**A B2B SALES ARROW
CASE STUDY**

B2B Sales Arrow Assists World's No. 1 Pricing And Billing Organisation At The Money 20/20 In Amsterdam

ABSTRACT

Team B2B Sales Arrow assisted the World's No. 1 Pricing and Billing Organisation at the Money 20/20 in Amsterdam with its End-to-end Global Event Solutions, featuring a state-of-the-art booth design highlighting the Client's brand, dedicated meeting spaces facilitating one-on-one conversations, and conceptualised event giveaways contributing to an exceptional attendee experience. Additionally, our event solutions featured a chart-topping on-ground lead generation campaign securing 35+ Sales Qualified Leads from Fortune 500 and Global 2000 organisations, including Bank of America, American Express Company, AWS, Barclays, and Lloyds Bank, as well as an extensive database of 1000+ prospects bearing future business opportunities.

CLIENT PERSONA

Our client is a 450+ million-dollar relationship-based pricing and billing IT solution organisation, offering a portfolio of award-winning Cloud-based products and services that enable enterprises to create seamless customer experience, deliver exponential value, and more. 170+ clients across 45+ countries trust the industry leader to provide hyper-personalised products, offers, pricing, loyalty programs, and billing for over 400 million end customers.

ABOUT MONEY 20/20

Money 20/20 prides itself as the world's leading premium content, sales and networking platform, converging the boldest voices from the Banking and the Fintech industries. The international event proposes to catalyse change through the collision of people and ideas from global leaders to new challengers, from tech giants to scrappy startups. The flagship event offers world-class insight and networking opportunities with in-depth analytics and inspirational speakers.

CLIENT OBJECTIVE

With 6500+ attendees and 300+ inspirational speakers from the world's biggest brands, the event offered an irresistible opportunity for our Client to learn all that is required to accelerate business transformation and showcase their solutions around building a powerful BAAS Infrastructure and bring the brand to life leveraging the aesthetics booth designs and executing an engaging outreach campaign before and during the event. Our Client's prime objective was to secure the maximum number of sales-qualified appointments while gaining widespread brand exposure.

MONEY 20/20

AN ASCENTIAL COMPANY

EUROPE

7-9 JUNE
AMSTERDAM

CLIENT REQUIREMENTS

For Money 20/20, the Client required B2B Sales Arrow to assist them with end-to-end event requirements detailed below:



Focussed On-ground Lead Generation:

Acquiring 30 C-Level sales qualified leads from Fortune 500 and Global 2000 organisations within the Banking and Fintech industry.



Booth Design and Production:

An arresting event booth with engaging graphic designs, a smart LED Screen highlighting the Client's brand, and dedicated meeting spaces to facilitate one-on-one conversations with prospective attendees.



Attendee Engagement and Experience Creation:

Facilitate booth attendees, catalyse discussions and brainstorm ideas to drive attendee engagement and experience creation at the booth. To create an exceptional attendee experience, conceptualised event giveaways were also planned.

PROJECT CHALLENGES

- Team B2B Sales Arrow was left with just a week to execute a penetrating outreach campaign, meeting the Client's target of securing 30 pre-fixed appointments out of the Target Account List of just 1000 prospects in light of successive public holidays in Amsterdam.
- To produce a highly immersive and adequately spacious booth design within the Client's budgetary constraints.
- Hiring the services of an experienced European Sales Specialist, considering the recent surge in the number of physical events.
- Due to data security regulations, team B2B Sales Arrow didn't have access to the target delegates' contact information.



SOLUTIONS & DELIVERY



Database Development: Our database experts developed a custom database of 1000+ prospects from the Client's target accounts.



Pre-fixed Meetings with Relevant Accounts: We launched highly-targeted outreach campaigns leveraging E-mails and Calls to secure pre-qualified meeting appointments with Key Decision-makers within the prospect organisations.



Focussed On-ground Lead Generation: Our on-ground lead generation team executed Active Prospecting exercises to acquire Sales Qualified Leads, perfectly matching the Client's criteria. Additionally, we provided the Client's sales team with a detailed matrix highlighting the meeting schedules, executives' bio (Name, Job Title, Function, Designation, Seniority & Social Profiling), and company profiling (Industry, Organisation, Revenue, Geography). Furthermore, we meticulously captured meeting notes to execute a more customised lead nurturing program. To sharpen our prospecting and integrate cultural and gender diversity with our business, we deployed a Senior European Technical Sales Professional with linguistic proficiency in 5 languages.



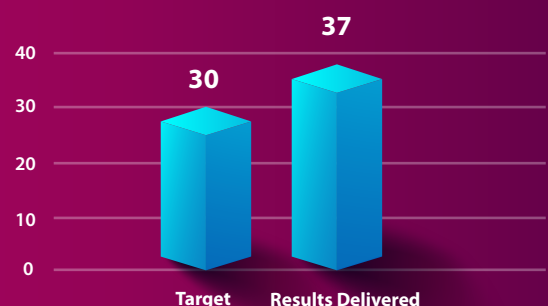
Event Booth Design and Production: Our event specialists moved heaven and earth to manifest the aesthetically appealing and eye-catching event booth design Client envisioned and wowed with dedicated meeting spaces, generating new leads, growing attendees and making a huge brand splash.



Attendee Engagement and Experience Creation: Matching the premier event's digital theme, our experts procured temperature-sensitive digital flasks as event giveaways that captured numerous eyeballs and became an instant hit even among the Key Decision-makers from blue-chip organisations. Additionally, we sourced a user-friendly coffee machine, branded coffee cups and a fresh juice counter to build a welcoming environment within the booth. The engagement initiatives received high appreciation while highlighting the marketing brand and left a lasting impression on the attendees.

RESULTS

Team B2B Sales Arrow was thrilled to assist its Client at the Money 2020 in Amsterdam and power their lead generation initiatives with end-to-end global event solutions, including On-site Assistance, Event Booth Design and Production, Brand Awareness, and rigorous Prospecting and Prospect Filtration. The flagship event was a rousing success, with our Active Prospecting generating 35+ high-quality meetings, an unmatched global exposure and an extensive database of 1000+ prospects for future engagements.



ABOUT US

Founded in 2012, B2B Sales Arrow is a value-based organization driven by a set of ten core values as its most prized possessions. Based out of Bangalore, the organization is a research-based Marketing Technology Company specializing in Corporate Event Solutions (Physical, Virtual, and Hybrid), Lead Generation, Custom Market Research, Corporate Media Production, Global Contact Discovery Solution, Social Analytics, and Digital Solutions.

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



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