

A B2B SALES ARROW CASE STUDY

DistribuTECH2023, San Diego, US

Pioneering Global Event Success
\$16 Billion IT and Consulting Powerhouse
Achieves Staggering Lead Generation
Results and Global Brand Recognition
with our End-to-End Event Solutions



80%

Hot & Warm Leads



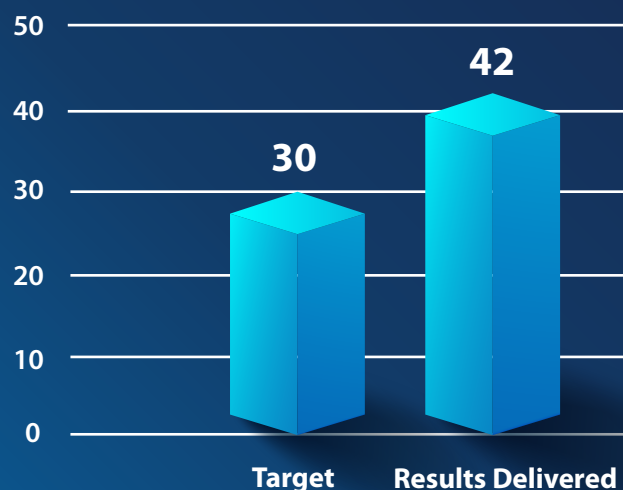
92%

Accounts With Annual
Revenue of \$1B+



40%

Higher Results than
the Client's Target





CLIENT PERSONA

With 40+ years of experience, our client emerges as a global tech and consulting leader, empowering clients in the digital era. Generating \$16B+ revenue annually, they set the standard for excellence. Operating in 46+ countries, they offer transformative solutions in digitalization, cloud computing, and data analytics, delivering tangible value across industries.

ABOUT DISTRIBUTECH 2023

Distributech 2023 is the premier event for power transmission and distribution industry professionals. The event provides an unmatched opportunity to connect with industry leaders and gain insights into the latest innovations and technologies shaping the future of the energy sector.

With 500+ companies and extensive networking opportunities, Distributech 2023 is the must-attend event for those seeking to stay ahead in this dynamic industry.



CLIENT OBJECTIVES

To achieve outstanding lead generation results and global brand recognition through an exceptional attendee experience.



CLIENT REQUIREMENTS

- **Booth Design & Production:** A state-of-the-art trade show booth highlighting the Client's brand with wall graphics and a cutting-edge LED screen showcasing their offerings.
- **On-ground Lead Generation:** 30 Sales-Qualified Leads from the Energy and Oil & Gas sector organisations with a minimum annual revenue exceeding \$500 Million and above.



PROJECT CHALLENGES

The unavailability of attendee lists on the event web portal caused database development delays, subsequently affecting the pre-event outreach campaigns.





SOLUTIONS & IMPACT



- **Database Development:** An extensive database of 500+ prospects in sync with the Client's Ideal Customer Profile.



- **Pre-event Meeting Setup:** Team B2B Sales Arrow leveraged emails, calls, and App-based messaging to connect and secure meeting appointments with the most relevant prospects.



- **On-ground Lead Generation through Active Prospecting:** B2B Sales Arrow's on-ground lead generation hotshots executed rigorous prospecting and filtration exercises to secure 42 Sales-Qualified Meetings with CXOs, and Key Decision-makers, perfectly matching the Client's Ideal Customer Profile.

In addition, team B2B Sales Arrow developed a comprehensive matrix containing the following:



- Meeting schedules
- Executive profiles (Function, Designation, Seniority & Social Profiling), and



- Company profiling (Industry, Organisation, Revenue, Geography)

Furthermore, our on-ground lead generation experts meticulously documented meeting notes to launch a tailored lead nurturing program.



Multilingual Sales Specialist: To elevate the Client's brand positioning for sharper prospecting.



Booth Design & Production: A visually appealing booth design that fulfilled the client's vision, driving significant lead generation opportunities, attendee growth and a powerful brand presence.

RESULTS

DIRECT IMPACT ON THE SALES PIPELINE



42

SQLs



32

Hot & Warm
Leads



39

Accounts With Annual
Revenue of \$1B+



ABOUT B2B SALES ARROW

Based out of New York/Bangalore, B2B Sales Arrow 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



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



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