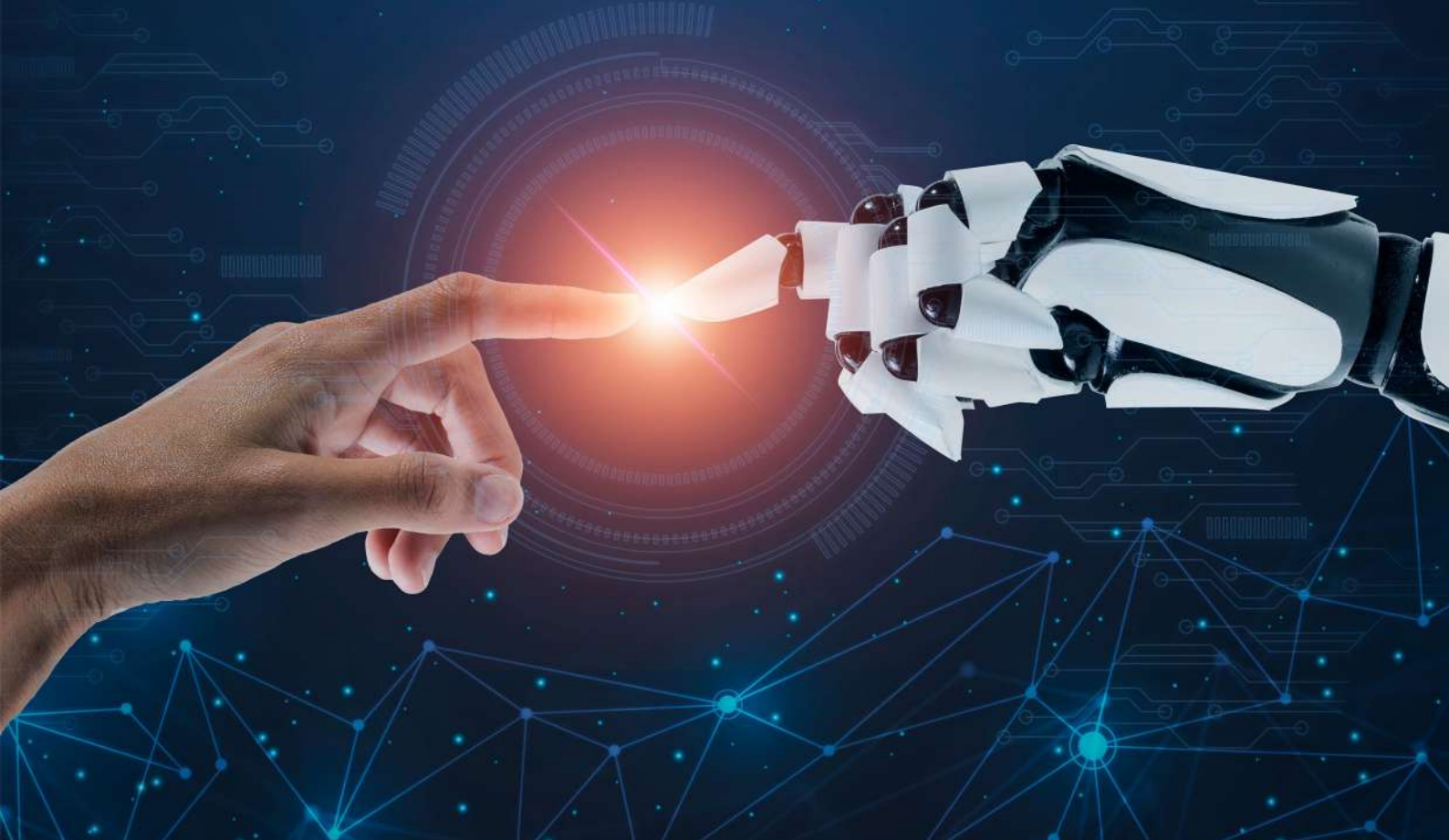


B2B Sales Arrow Case Study**SAP Sapphire 2023,**
ORLANDO**A Multi-Billion-Dollar IT & Consulting Titan
Achieves Tremendous Success With our
Custom Event Solution****80%****Hot & Warm
Leads****45%****Accounts With Revenue
Exceeding \$10B****100%****Unique
Accounts**



CLIENT BIO

Our esteemed client, a global leader in technology services and consulting, propels businesses to new frontiers of digital transformation. With unmatched AI, cloud, and analytics expertise, they engineer bespoke solutions for innovation, cybersecurity, and more. With 40+ years of excellence, 15,000+ patents, and 250+ Fortune 500 clients, their customer-centric approach, ethical practices, and accolades solidify their trailblazing status.

SAP
Sapphire

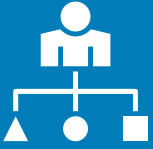
ABOUT SAP SAPPHIRE

The flagship event serves as a meeting ground for industry leaders, innovators, and visionaries. It offers a platform to explore the latest advancements in technology, delves into transformative strategies, and unlock the boundless potential of the digital landscape.



Client Objective

The prestigious client aspired to excel in Sales-Qualified Lead Generation and Global Branding, making the most of SAP SAPPHIRE 2023.



CLIENT REQUIREMENTS

- **30 Sales-Qualified Leads, including Key Decision-makers from across target industries**
- **Global Brand Recognition, Attendee Engagement & Experience Creation**



KEY CHALLENGES

- With access restricted to opt-in attendees, team B2B Sales Arrow faced a limited pool of prospects to target during the pre-event meeting setup, presenting a unique challenge.
- Given the tight 3-day deadline, developing QR Code standees in the US seemed nearly impossible.





SOLUTIONS

On-ground Lead Generation through Active Prospecting:

Secured 100% Sales-Qualified Leads, perfectly matching the Client's Ideal Customer Profile.

Attendee Engagement & Experience Creation

- **Live Art Performance:** To infuse wonder and excitement into the cocktail night, team B2B Sales Arrow onboarded a renowned mentalist cum magician, orchestrating a captivating addition to the event.
- **Event Stationery & Brand Merchandise:** When faced with limitations in the US, the B2B Sales Arrow team went above and beyond to secure payment QR Code Standees from an international destination, leaving no stone unturned in their pursuit.

By equipping the sales team with Client brand T-shirts, we unleashed their potential to forge an indomitable brand presence.





RESULTS

31 Sales-Qualified Leads, predominantly from American-based organisations and other renowned industry leaders, including **Abbott Laboratories, Nissan, Shell US, and Robert Bosch GmbH.**

Team B2B Sales Arrow emerged triumphant, combating critical challenges.

From delivering an exceptional attendee experience to running a Sales-Qualified Lead Generation campaign, team B2B Sales Arrow pulled out all the stops to generate top-of-the-line results exceeding the Client's expectations.

SAP SAPHIRE was a tremendous success! Unleashing brand brilliance while transforming the Client's sales pipeline, the flagship event reached the pinnacle of excellence, leaving the esteemed client in awe.



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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