

 Microsoft
CASE STUDY

 Mail PROSPECTS



An Overview :

Microsoft Corporation is a multinational computer technology corporation that develops, manufactures, licenses, and supports a wide range of software products for computing devices. Headquartered in Redmond, Washington, USA.

INDUSTRY – EVENT MARKETING

Solution Offered

CFO list to target key decision makers within companies for driving faster, quicker and targeted results.

PROBLEM HISTORY

Microsoft, looking to foster its growth in Cloud service platform - Azure, were looking for credible partners. They were very particular in targeting Fortune 500 companies in service management, application software, data enhancement and big data implementation across various industries. In an urge to search for quality partners in specific region of Canada, and USA they had very clear objectives in mind of securing a leadership in cloud computing fighting against core competent companies.

So when the solution delivery team of **Microsoft** hired Mail Prospects in retrospect to deliver a targeted CFO list of companies we acknowledged the urgency and got down to business immediately.

MAIL PROSPECTS APPROACH AS SOLUTIONS PROVIDER

Mail Prospects, unlike other smaller, inexperienced list makers seized the project, without any inhibition of the project size and overpowering client reputation, the teams internally were confident about the quality, experience and expertise of delivering each project with as much benefit as possible.

To accomplish the project with perfection, a detailed plan out was the imperative of the hour. Therefore, Mail Prospects decided to implement a strict verification system involving a proficient

Two-fold plan:

PRE ASSORTMENT AND VERIFICATION:

Leveraging data linkages all across USA and Canada, Mail Prospects diligently assorted and compiled segmented lists of CFO lists on the basis of 4 key firmographics - revenue, geographic location(s), employee strength, industry.

Considering the mammoth size of the compiled CFO lead list, chances of error, inaccuracy or obsolete records were extremely high. To restrict the immigration, professionals at Mail Prospects revamped the entire database, append and update all contact details and cross-referenced each record against the master file, mitigating all chances of duplicate or

FINAL DELIVERY:

In reference to the huge number of database collated to be processed and verified, Mail Prospects chose a highly secured, encrypted SSL channel over which the delivery was executed.

DELIVERING RESULTS

The list was delivered to Microsoft in a record time of **10 days**, post-delivery of which Microsoft expressed their joy and satisfaction. After a week's trial the final feedback came, **3** deals were finalized; one was already on the floor and almost **16 projects** in pipeline amounting to a whopping **745.86%** increase in **ROI** of Microsoft Azure (Cloud computing division).



ABOUT MAIL PROSPECTS :

Mail Prospects allows leading businesses to maximize direct marketing and telemarketing efforts with quality mailing lists from the industry's largest B2B list databases. With growing market expertise in delivering sales leads, data appending services and online marketing solutions, we deliver with a strong vision of maintaining customer relationships.

Our service range includes customized B2B permission based mailing lists; campaign management services coupled with trained service professionals who with their in-depth knowledge of direct, email and search engine marketing would help turn your business unit into profit center. Mail Prospects is symbolic of providing hassle free prospect lists that is cost effective, highly responsive and a true partner in all major business endeavors.