



CASE STUDY

LEAD GENERATION

ACTIVITY

Zebra Technologies Demand Generation Campaign

The case study gives the detailed idea on the Lead Generation activity conducted by Value Prospect Consulting for Zebra Technologies.



BUSINESS CHALLENGE

- It was difficult as well as time consuming for the client to freeze on to the correct potential market.
- Clients Business Development team was facing difficulties in reaching to the correct contact person at a company.
- Business Opportunity identification was at a very slow pace resulting in less closures and very slow business development.



APPROACH

Value Prospect Consulting analyzed the Potential Market for client's product basket and came up with a Target Addressable Market for the product.

Opportunity Identification with subsequent lead generation.

Database Coverage : 7561 Unique Companies suggested by Value Prospect Consulting.

Verticals : Across Multiple verticals like – Manufacturing, Automobile, Transport & Logistics etc.

Product : Barcode Scanners, Barcode Printers, Industrial Thermal Printers, POS Machines, RFID Scanners , RFID Printers, Card Printers , Band Printers.

Geographical Coverage : PAN India.

Activity Timeline : 3 Months

- Various model forms including linear, log linear, log-log and mixed models were estimated and compared during the modeling process.
- The Market Mix Models helped us to identify changes in sales to changes in marketing activities on a weekly basis. The framework enabled us to identify the incremental sales due to the various marketing mix components for different product categories.
- The Marketing Mix Models measured the Return on Sales across different marketing activities which were further extended to measure the Margin ROI for the marketing activities.
- Access to industry expert made model more business intuitive & actionable.
- Low sales incidence rate was tackled by bias sampling of the data.
- The team at Value Prospect Consulting analyzed the data of each region and soon realized that different regions had different reasons/ factors that influenced the market growth which resulted in irregular growth across regions. The sales prediction model being used by the client was built without incorporating differences of regions and was accurate in only 23% of the regions.
- In order to attain high accuracy, different regions showing similar characteristics were grouped into different segments.
- Value Prospect Consulting built a sales prediction model which took such differences into consideration by using a cutting edge technique called Latent Class Regression. This involved fitting separate regression equations to the different segments. This pointed out that drivers are different across the different segments. Using this technique Value Prospect Consulting created prediction models for different markets, resulting in an accuracy level of over 90%.
- To the point and catchy EDM's were designed by the Value Prospect Consulting team for the EDM blasts.

OPPORTUNITY QUALIFICATION CRITERIA



BUDGET

1.5K USD



AUTHORITY

DECISION MAKER/IT-HEAD/CTO/VP-IT



NEED

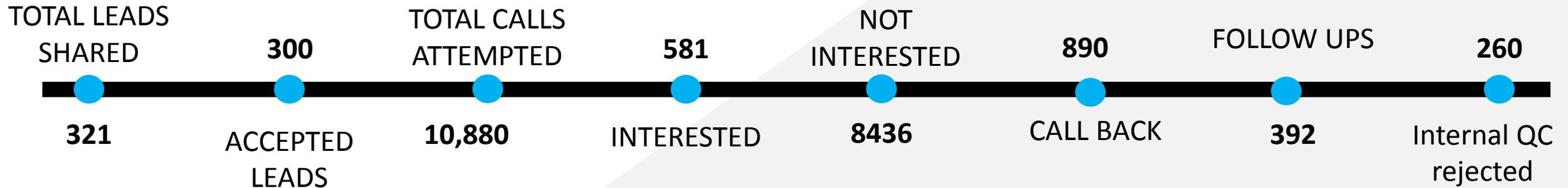
**Looking For - Barcode Scanners, Barcode Printers,
Industrial Thermal Printers, POS Machines, RFID
Scanners , RFID Printers, Card Printers , Band
Printers**



TIME-FRAME

0-3 MONTHS For Procurement

RESULT



The model increased the conversion rate of direct marketing campaign by almost double as compared to previous random direct marketing campaigns

Set over Target – 300 sales ready qualified leads.

Target Achieved – 300 Leads delivered within 2.5 months.

THANK YOU!

WE LOVE WHAT WE DO

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