

2012

# Case Study: Websense Opportunity Tracking & Sales Lead Generation

Value Prospect Consulting

**ISO9001:2008  
CERTIFIED**

The case study gives the detailed idea on the opportunity tracking and lead nurturing activity done by Value Prospects for Websense Inc.

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## Business Challenge

- It was difficult as well as time consuming for Websense 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.
- Business Development process was demanding more resources resulting in a big hike in products cost, which was making it more difficult to compete in the market.
- Many geographical regions in India were untapped cause of slow pace in the operational regions.

## Project Scope/Engagement Objective and Value Prospect Approach

Value Prospects analyzed the Potential Market for client's product line and came up with a targeted Addressable Market for the product.

### Target Products:

- **TRITON solutions**
- **Web security gateway solutions**
- **Data security solutions**
- **Email security gateway solutions**

### Target Accounts:

- **Geographical Area:** Pan India
- **Target Verticals :** Across Verticals including Government
- **Prospect Accounts:** Accounts with 500+ IT User count.
- **Database Coverage:** 8,850 Unique Companies suggested by Value Prospect with IT User count above 500.
- The Market Mix Models helped us to identify changes in sales to changes in marketing activities on a weekly basis.
- 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 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.
- In order to attain high accuracy, different regions showing similar characteristics were grouped into different segments.
- To the point and catchy EDM's were designed by the Value Prospect team for different vertical for the EDM blasts.

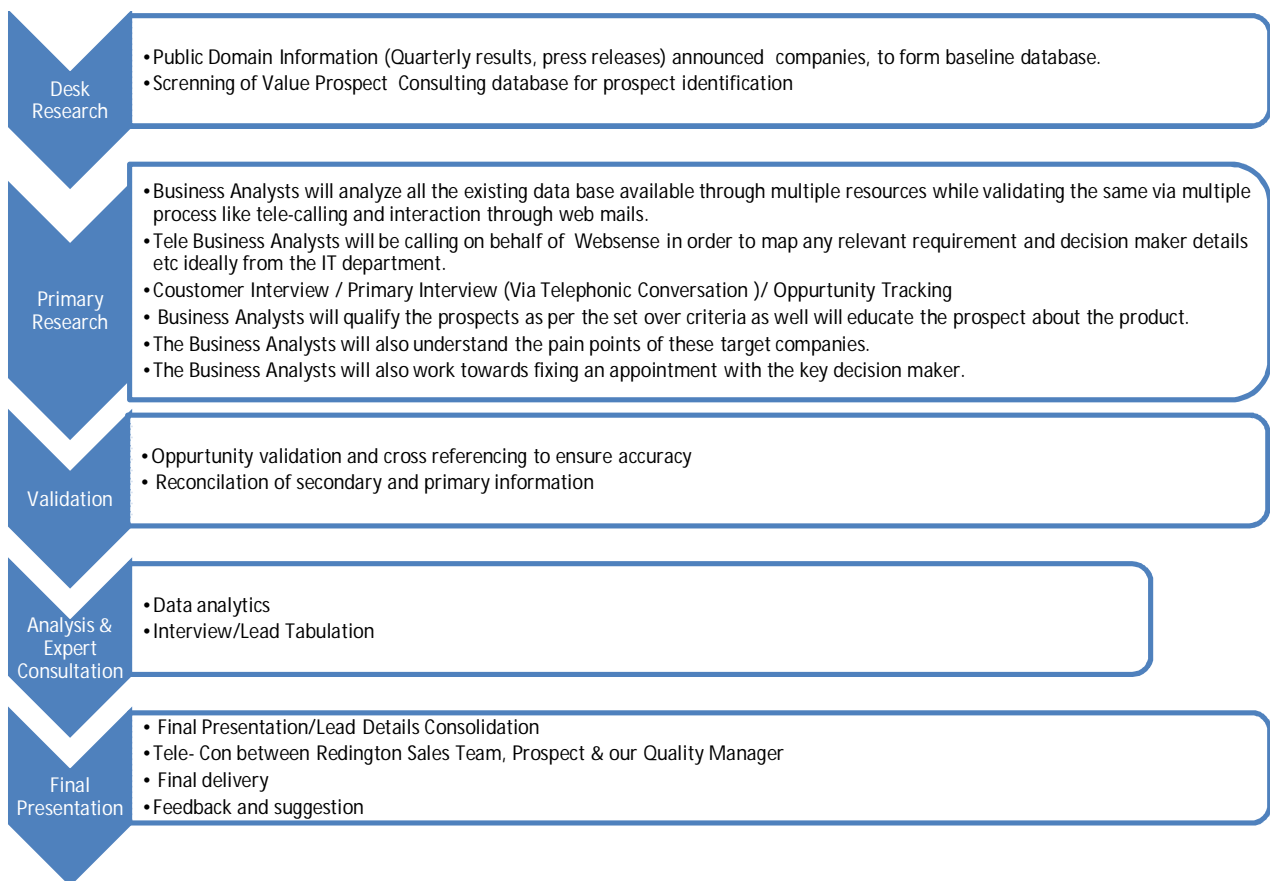
## Result

**Value Prospect Consulting delivered 200 qualified sales leads to Websense in 3 months, which were 60 to 70 sales leads per month.**

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

## Methodology: Database & Lead Validation

Value Prospect Consulting will be conducting Primary (Via Voice Process) & Secondary research to come up with the required database.



## Value Prospect Consulting Contact

Shall you need any further information/clarification, Kindly feel free to contact.

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## About Value Prospect

Value Prospect Consulting is an emerging and fastest growing Integrated Channel Marketing Services, Market Intelligence, Direct & Digital Marketing Company offering all the BTL Activities. Our Database solutions are designed to help our clients in Strategizing, Identifying and building TAM (Target Addressable Market), Acquisition, Engagement and Data Maintenance module for their privileged/loyal/new customers. As an agency in customer data integration and analytics for your industry Value Prospect Consulting helps you to reach more customers in more effective ways. We have cutting edge solutions and offerings across Intelligence on SMB's, Channels, Competition, Universe of End users etc. across different segments of IT. Through a blend of cutting edge analysis and best-of-breed technology, we enable you to trace out your Value Prospects.

### Specialties

Integrated Channel Marketing Services, Market Research, Market Intelligence, Demand Generation, Database Services, Sales and Marketing Outsourcing, Digital Marketing, Lead Management, Mystery Shopping

