

Case Study



Intel Leverages LeadXchange for Hybrid Solution

LeadXchange orchestrates a comprehensive, reliable and inclusive lead generation campaign that accelerates success for Intel

Executive Summary

Being an indisputable leader in the IT space, Intel has been at the forefront of shaping the technological landscape with their inspiring innovation that continues to transform the world. Staying true to their commitment to partner with

diverse businesses and empower them to deliver breakthrough performance, they introduced their suite of hybrid technology solutions.

In order to connect and collaborate with the most relevant sets of customers, Intel partnered with LeadXchange and sought their expertise in generating

profitable prospects. LeadXchange took up the project with the objective of not only meeting the numbers but in fact also enabling Intel to create lasting relationship with their customers for mutual synergy and success.

Taking on a comprehensive approach that kept data analysis as

the pivot, LeadXchange orchestrated a comprehensive, reliable and inclusive lead generation campaign that accelerated success for Intel, and helped generate the requisite number of leads within a strict timeline and budget.

Business Need

An indisputable leader in the computing world, Intel has always been at the forefront of introducing exciting new technologies for businesses across the globe and empowering them with innovative solutions that bring about unparalleled transformation.

True to their vision of creating world-changing technology and reshaping the digital landscape that enrich the business community and thereby communities at large, Intel launched their suite of hybrid cloud solutions. This one-of-a-kind portfolio was crafted to give businesses incredible flexibility while helping them maximize their technology investments. Through their consistent underlying architecture for hybrid cloud technology, Intel presented opportunities for enterprises control cost, enhance security, gain higher agility and improve overall performance.

To connect with the right mix of customers who could derive unmatched benefits of superior scalability and efficiency from the unique offering, Intel partnered with LeadXchange to harness 500 high quality leads within the ITDM community through a comprehensive and reliable lead generation campaign.

Solution

LeadXchange is well renowned for their best-in-class lead generation platform that brings into fold data led decision making to create a vigorous pipeline of profitable customers. LeadXchange took up the challenge with a clear intention of not simply acquiring the numbers but rather being a thought partner that could help Intel remain aligned to their core competency, while they energize prospects into profitable customers, bringing on-board mutual synergy and success.

The very first part of the project revolved around thoroughly studying

Intel's hybrid platform. A team of experts sought to understand the benefits of the solution and how it could deliver a trusted and scalable foundation for current and future workloads for businesses.

Once the team gained sufficient knowledge around Intel's value proposition, the project progressed into the second critical phase which encompassed formulating the persona of a quintessential buyer. LeadXchange, through their state-of-the-art analytics architecture encasing advanced demand mapping algorithms and validation processes, created an archetype that represented the key traits of the classic sets of customers for the solution.

Through extensive data analysis, HQLs were identified as influencers or top decision makers of an enterprise with confirmed projects that could lead to profitable partnership with Intel in the next 3-9 months.

business leaders who looked to thought leadership, blogs, use cases and other specialized content as a powerful means to acquire tech-related information. Therefore, engaging and niche narratives served as a potent opportunity to positively influence prospects into collaborating with Intel for beneficial investment in the hybrid solution space.

Another great way that helped create heightened exposure to Intel's hybrid solution was via email marketing. Through tailored messages in the form of compelling newsletters, prospects from varied phases in the customer acquisition journey were nurtured and inspired into taking the relevant action.

Digital banners were placed on Intel's website, which turned out to be another advantageous method of generating leads. To top it all up, highly interactive and creative content in the form of leadership keynotes and interviews were

Here's a simplified look at how an HQL looked like:

| Project Confirmed with Budget | Project confirmed with or without budget |
|-------------------------------|-----------------------------------------------------|
| Authority | Decision makers / Influencers |
| Need | Customer Needs and Pain points have been identified |
| Time | Within 3-9 months |
| Solution Discussed | Requirement can be met |
| Next Steps | Demo Request, RFP, Vendor Evaluation |

Now that LeadXchange identified their audience segments, the next portion of the project entailed conceptualizing and executing an optimized marketing and communications plan to connect with prospects, provide them a host of valuable reasons to partner with Intel and ultimately galvanize them into satisfied customers; and thereby enable Intel to cultivate a flourishing customer base.

The communications plan covered a gamut of creative and unique channels that were extensively utilized to promote Intel's solution and touch base with the most profitable set of leads with the highest potential to convert into long term customers.

As part of the marcomm plan, one of the primary modes identified was content syndication through an array specially crafted resource material. Intel's customers were recognized as seasoned

hosted on CXOtv.news, itVARnews, healthtechnology.in and newswire coupled with social media interaction via Twitter and LinkedIn, which helped trigger the right conversations around the topic, culminating into deeper reach.

Business Outcome

At the heart of the campaign was LeadXchange's continuous focus on designing a mutually beneficial partnership between Intel and their prospects. With this synergy in mind combined with the top of the line data analysis, LeadXchange set the wheels of innovation in motion and powered Intel to create a strong pipeline of 500 leads, all within a short time period of only 2 months.

