

# Steamhaus generates \$1.6M in pipeline

The Channel Company delivers 50 Marketing Qualified Leads (25 tele-confirmed) and Steamhaus successfully converts 3 leads that total \$1.6M in pipeline.



## OBJECTIVES

A large cloud service provider needed to execute a global scalable campaign with Partners that delivered more qualified leads that were more rapidly and more likely to convert to SQLs.

The campaign would generate a total of 50 marketing qualified leads for each Partner, and 25 of these leads would be further qualified. Central assets would be used for the content marketing portion of the campaign in order to allow for scale and speed.

## SOLUTION

Partners were selected for participation based on marketing maturity. A centralized asset was created to educate prospects on the cloud service provider and the Partners' solution(s). Individual landing pages were created for each Partner and content marketing was utilized to generate 50 MQLs.

Prospects answered 4 strategic questions (all disqualifying) to garner access to the assets promoted.

50 MQLs were generated and 25 of these leads were further qualified via tele confirmation:

- They were reachable by phone
- They recalled downloading the asset
- They agreed to more follow-up

## BENEFITS & OUTCOMES

### 1. Steamhaus has generated 2 opportunities

By utilizing a strong nurture journey for their leads, Steamhaus generated 2 opportunities that total \$1.5 million in annual recurring revenue, in less than 90 days

### 2. Steamhaus has generated 1 prospect

In less than 90 days, Steamhaus generated one SQL valued at \$100,800 in annual recurring revenue

### 3. The campaign helped their nurture process

Steamhaus will continue to utilize best practices for their nurture streams, qualify more leads, and close opportunities

## AT A GLANCE

### Challenges

- More high-quality leads
- Faster conversion
- Better nurture

### Outcomes

- Qualified leads that converted quickly
- Strong deal size for opportunities
- Great experience created a trusted partnership

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We found the process incredibly straight forward, and the team was great to work with. We received very high quality leads from the campaign, some of which have already led to significant opportunities. We're also confident that through nurturing the remaining leads, we will be able to uncover additional opportunities, further increasing our ROI from this campaign. We're excited to continue working together on more joint marketing initiatives.

Rob Greenwood  
CTO, Steamhaus

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