

# CloudiQS quickly converts leads to SQLs

The Channel Company delivers 50 Marketing Qualified Leads (25 tele-confirmed) and CloudiQS successfully converts 34% to SQLs



## 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. CloudiQS generated 16 prospect SQLs

By utilizing a strong nurture journey for their leads, CloudiQS generated 16 prospect SQLs in less than 90 days

### 2. CloudiQS has generated 1 opportunity

In less than 90 days, CloudiQS generated one opportunity valued at \$48,000 that continues to move towards a closed deal

### 3. The campaign helped with internal processes

The founder of the company says the campaign helped them develop internal follow-up processes and has contributed to their growth

## AT A GLANCE

### Challenges

- Better leads
- Faster conversion
- The ability to scale

### Outcomes

- More qualified leads
- Faster conversion from lead to opportunity
- SQLs



The campaign really made a difference for CloudiQS. It brought in leads and also helped us shape our internal processes. The team was incredible to work with, always making sure everything went smoothly and understanding what we needed to communicate to the customers. The impact was great and we believe the campaign has played a big role in driving growth for us.

Steve Kodra  
Founder, CloudiQS

