

Triple-Digit Rise in Digital Leads



THE PROBLEM

Prompted by the accelerated move to digital, Xerox partners needed to transition their marketing from awareness to lead generation to deliver business growth. They lacked the marketing resources and understanding to do so on their own.

THE IMPACT

Money from funds was being spent with no tracking of results. Xerox could not see if partners were being successful in making the required transition.

OUR VALUE

- We provide partner marketing expertise for Xerox's *Marketing as a Service* program, working side by side with 40 partners across three major markets.
- We build partners' digital marketing expertise, connect marketing and sales goals and execute campaigns that generate leads and increase incremental revenue.
- Our work has enabled partners to deliver a 300% increase in lead acquisition from digital marketing tactics.

“As a Marketing Manager, the MaaS programme is very important to me and my work.”

“The programme provides me a supporting person from outside my company, and that is priceless.”



Arnaud Borderiou

Group SBS –
Marketing Manager
(Xerox Partner)