

LeadSift helps Branham Group double their goal of meetings booked at Dreamforce 2016

ABOUT BRANHAM GROUP:

Branham Group provides “Go to Market” direction to the global Information Technology products and services companies; particularly those that want to harness e-Business opportunities. Branham Group acts as an information channel for the future of business in a wired world, helping clients understand and leverage emerging and emergent technologies.

As enterprises expand worldwide in search of new markets, the need for complementary global and local business intelligence increases. All of Branham’s analysis, strategies and recommendations are based on our own primary research that covers the global market. We uncover and document latest developments, following user trends and next generation IT leaders. Over the last decade, Branham has assisted world leaders in software, hardware and services. Through our vast understanding of the IT Market, we have been able to deliver meaningful insight to our clients in the areas of planning, marketing, and partnering.



 BRANHAMGROUP.COM

PROBLEM

NSBI and Branham Group teamed up to help Nova Scotian companies to book meetings at the latest Dreamforce 2016 conference. There are over 170,000 attendees at Dreamforce, so Peter Wolchak (Chief Analyst @ Branham Group) was brought on to help create sales opportunities for his clients by booking meetings with potential prospects at the conference. Provided with just a list of exhibiting companies at the show - it was a daunting task for Peter to figure out the decision makers at these organisations and also identify who will be attending.

SOLUTION

Branham Group teamed up with LeadSift to help Peter identify executives that would actually be attending Dreamforce. Filtering the data based on Job Title, Seniority and Industry parameters - made the task of getting key contacts at target organizations a breeze. The information also included direct contact information along with social profiles, so that Peter would be able to reach out directly to these contacts and not worry about manually searching databases for the contact info.

In addition to the net new prospects, LeadSift was able to help harness the power of Account Based Intelligence by providing the contact information for different decision makers in the account that he was already working on. He saw much success when these contacts were brought forward and was able to book multiple meetings for his clients.

RESULTS

Within just a few days of using LeadSift, Branham Group was able to book multiple sales meetings for his clients. Starting out his goal was to book 6 meetings per client, however he ended up doubling that number and was able to book 10-12 meetings for each client. The fact that LeadSift provided direct contact information to executives that were attending Dreamforce, saved Peter several hours of manual research and allowed him to focus on the actual outreach.



Not only did LeadSift benefit Branham Group for this project but I can see working with LeadSift in the future.



ABOUT LEADSIFT

LeadSift identifies B2B prospects based on intent signals, qualifies them, and delivers them to your inbox. Whenever a prospect engages with your competitor's content, or content published within your industry, LeadSift will discover and deliver them directly to you – complete with verified and accurate company and contact info.

Connect with us: hello@leadsift.com
1 (888) 808 8348
Halifax, Nova Scotia

twitter.com/leadsift
linkedin.com/company/leadsift
leadsift.com/blog

LeadSift