



Creating an effective Lead Management Program that Drives Results

CASE STUDY ON



WHO ARE NUIX?

Nuix (www.nuix.com) is an Australian company with offices around the world. Their software pinpoints the critical information organisations need to anticipate, detect and act on cybersecurity, risk and compliance threats. Nuix and their partners deliver solutions that incorporate their global expertise in cybersecurity, law enforcement, digital forensics, investigation, intelligence, legal discovery and information governance.

Nuix serves more than 300 law enforcement, secret service and regulatory agencies globally, and they are the de-facto eDiscovery processing standard with the Big Four audit firms worldwide. Nuix supplied the processing and investigation technology that was essential to the Panama Papers investigation. Today over 2000 organisations in 70 countries rely on Nuix to help them to secure, investigate, and protect their data, and to help improve cybersecurity

THE CAMPAIGN

Matt Cowan Prospecting ran an initial B2B lead generation campaign trial for Nuix back in November 2017. The goal was to generate 30 qualified opportunities over a 2-month period for the Nuix Sales Reps across Asia Pacific, which included New Zealand, Singapore, Hong Kong, and India. Ultimately Nuix were looking for quality opportunities which they could drive through the sales nurturing cycle, and close into solid revenue, to help drive, and grow the business.

Campaign Execution

Initially Matt Cowan Prospecting approached the CEO who was a contact who Matt knew from a previous organization. The discussion was very positive, and our business was directed to key contacts across Nuix to discuss a unique tailored value proposition that suited the core business objectives, and culture.

Setting up for Success

There were a number of critical parts to the campaign management that needing addressing first, including the lead distribution, email management, and reporting elements which needed to match the Nuix protocols. – These are outlined below:

Shared Risk

Originally Matt Cowan Prospecting proposed a daily rate setup, which would involve a number of set days calling into the Nuix target market, with a set fee for each day called. Nuix preferred a shared risk model, with an agreed set number of leads, generated over an agreed period. Unfortunately, this was not a model which ‘Matt Cowan Prospecting’ offered at the time.

Solution

After much discussion we came to a conclusion that a shared risk model might work better for both parties, and we agreed on 30 net-new qualified leads to be generated over a 2-month period, or sooner, depending on the speed of delivery which benefited both Nuix, and ‘Matt Cowan Prospecting’.

LEAD DISTRIBUTION, AND MANAGEMENT

Given that this was the first time that Nuix outsourced their B2B Lead Generation activities to one agency, it was also critical that we created a system that worked effectively. Nuix operate in multiple locations across APAC, with multiple Sales Reps, and key lead management processes that need to be followed to ensure the process runs smoothly.

Solution

Working closely with Nuix Marketing, and other key stakeholders, we were able to create an effective strategy to help keep the lead management and follow up running efficiently. Using an agreed lead distribution method with 'Matt Cowan Prospecting' where sales reps were notified, and assigned new leads using Salesforce, with a key Nuix management individual responsible for the lead assignment.

EMAIL MANAGEMENT

Over the duration of the campaign we were expecting a number prospects to request additional information on Nuix offerings. We needed to make sure the right information was sent out to each request, the right way, and with speed; getting the emails out to the client in real time was critical.

Solution

Matt Cowan Prospecting proposed a couple of solutions to sure the email management engine ran effectively. One option was to send Nuix the email requests which the sales reps could email and follow up individually, however given that Sales People are busy, this did not seem like the right approach. Nuix and 'Matt Cowan Prospecting' agreed that having a Nuix email setup under the BDM's names would be the most effective approach, as emails could be sent straight away in real time, with the correct information, and then followed up by the team at 'Matt Cowan Prospecting' and nurtured until they were ready to be qualified into a lead for the Nuix sales team to follow up.

The Results

The assignment was to generate net-new opportunities for the Nuix team over a 2 Month period. Our team generated 35 net-new leads over a 30-day period, exceeding the agreed target on both time, and number of qualified leads. 'Matt Cowan Prospecting' team also made over 1,200 calls, with around 80 email requests, over the 30-days of calling. Matt Cowan team also replaced leads that the Nuix team deemed did not meet their stringent lead criteria.

OVERALL ASSESSMENT

Given that this was a new Lead Generation Model for 'Matt Cowan Prospecting' and a new vendor that Nuix was piloting, the stakes were high, and results needed to prove the success of the campaign. After the first campaign Nuix and 'Matt Cowan Prospecting' agreed that the campaign exceeded expectations. As a result of the great success of the first campaign, we also continued throughout 2018 working on new marketing driven campaigns.

REPEAT CAMPAIGNS

Matt Cowan Prospecting and Nuix continued throughout the early part of 2018 after the first trial campaign was complete on two new campaigns, the first was around event management, helping to find attendees for Nuix Events across Australia, and New Zealand. The second was a mutual campaign between a digital marketing initiative where prospects had the option to download a whitepaper on Cybersecurity, and GDPR, with Matt Cowan Prospecting's team following up the interest, and qualifying into new leads.

THE FUTURE

Nuix and Matt Cowan Prospecting continue to build on their relationship, with plans to run additional campaigns around Search Marketing Follow Ups, including the option to help Nuix's key partners with their lead management activities.



nuix: – Investigation, Cybersecurity, and Information Governance

“Matt’s team are professional and responsive, which I really appreciated as a customer who needed a business partner that understood our needs. The team assisted our organisation by setting up the lead generation program swiftly and efficiently and provided qualified leads in a short period for our Sales & Marketing Team. We are currently looking at a second project with Matt, and are happy with the partnership”



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