

# CASE STUDY: WBR DIGITAL AND SERVICEMAX PARTNER FOR SALES MOMENTUM



**ServiceMax** has been a long time supporter and sponsor of WBR's Field Service conferences. ServiceMax recently expanded their partnership with WBR Digital marketing and lead generation solutions to broaden their reach beyond the conference attendees, and act as a complement to their conference sponsorship.



Through a Webinar series marketing campaign ServiceMax effectively communicated their value proposition and established themselves as industry thought leaders in front of their target audience of prospects.

*"I would highly recommend WBR Digital to other companies looking to generate top quality leads and sales ready opportunities."*

– Nicole Sanders, Director of Demand Generation, ServiceMax

**Q:** Why did you choose to add a digital marketing campaign on top of your event sponsorship with WBR?

**A:** Our demand marketing strategy is to try to go to organizations that attract the right audience that we market to and find where our buyers are. **When we found out about WBR Digital's sponsored webinars I quickly realized this was a great opportunity to incorporate into our lead generation strategy.**

**Q:** What did you gain from the two webinars you sponsored with WBR Digital?

**A:** We did our first webinar with WBR Digital in July 2012 and received **191 registrations, and 85 attendees (45% attendance rate). We were very happy with the quality of the leads, and the attendance. The webinar ended up generating 12 sales ready opportunities**, which was a big success for us!

Our second webinar received 98 registrations and 54 attendees (55% attendance rate). Again we were very happy with the quality of the leads and to date we've had 1 sales ready opportunity from this webinar and we believe we'll see more coming in shortly.

**Q:** Would ServiceMax do more webinars with WBR Digital?

**A:** Yes, absolutely! **The quality of leads we've received along with the sales ready opportunities has been a great success** and I would highly recommend WBR Digital to other companies looking to generate top quality leads and sales ready opportunities.

## About WBR Digital:

WBR Digital offers a wide range of customized online sales and marketing programs. With a massive database of over 200,000 senior level decision makers from the worlds most sought after company's. WBR Digital has the ability to reach deep into a variety of markets including Financial Services, Ecommerce/Retail, Manufacturing, Supply Chain Logistics, and Procurement.

Lead generation, branding, strategic messaging and content creation are just some of the benefits you will experience in working with WBR Digital.

**Tell us your specific needs! We are in the business of building relationships and we will work to customize a campaign to fulfill your needs.**