



Recently, BravoSolution, a global procurement services business serving over 600 companies, collaborated with ProcureCon and WBR Digital to create a webinar to help the procurement community understand how they can significantly improve their spend operations. They had great results from the webinar, so we sat down with **Ruth Ann Femenella, Director of Field Marketing, Americas at BravoSolution** to learn a bit more about their experience with us.

What do you love best about the Director of Field Marketing, Americas role at BravoSolution?

"I love the collaboration between sales and marketing. Seeing how leads we generate turn into phone calls for them and ultimately into sales. It can be tremendously rewarding to hear how we've helped our clients, just as it is for you I imagine!"

As the Director of Field Marketing, Americas at BravoSolution, you're responsible for generating leads for the sales team. It's a tall task at times! Why did you choose to work with us?

"ProcureCon has a great reputation for one of the leading audiences in procurement and sourcing. We had a need to generate visibility and help develop our brand and internal audience. We also sought to utilize their ability to support developing messaging to procurement and sourcing professionals."

How did this marketing campaign fit in your overall strategy for 2016?

"Historically we haven't been the biggest on digital and inbox strategies, but it was a major initiative for our team to do more thought-leadership outside of events. Working with ProcureCon fulfilled our needs for generating visibility and leads from new prospects. They were a great partner to work with as a relatively "new-to-digital" organization."

Did the campaign live up to your expectations?

"The campaign surpassed expectations that we had set at the beginning of the campaign, we generated over **700+** leads from our two webinar campaigns. In addition, we developed our messaging, gained a ton of visibility and two fresh pieces of content that we could repurpose on our website and social channels."

"What we were really impressed by was the number of net-new contacts that the campaign generated for us! We're actively working the leads, and have had some great conversations already. We're confident those leads will turn to business for us."

How was your overall experience working with us?

"Your team at WBR was hard working and eager to get our feedback. They really understood that this was a big initiative for us and they did everything they could to ensure a successful campaign and a great relationship with us."

The big question: Would you work with us again?

"Yes, in fact, we are looking a number of channels with ProcureCon to expand our reach including e-Mail marketing services, sponsored research and relevant event participation. According to a recent Content Marketing Institute and Marketingprofs benchmark survey, digital visibility combined with live events are the 1, 2 punch for B2B companies aiming to generate leads. We believe that, and we've experienced the reality of that."

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