MOST COMMERCIALLY SUCCESSFUL CAMPAIGN

Category **13**



Agency: **Astute Ltd.**

Campaign: **'LEADING THE WAY'** *for* **EE**

http://media-assets.co.uk/B2B_Awards/Category13.html

FINALIST 2013 B2B AWARDS

Summary



Astute Ltd is a dynamic B2B marketing agency and the sole outsourced provider of EE's B2B demand generation. The target market for lead generation is Medium and Corporate prospects (both public and private sector) with an estate of at least 15 mobile connections.

For nine years Astute have conducted a programme of blended contact centre and digital activity, to provide the EE field sales teams with in excess of **8000 leads per annum** and achieving **112%** against set lead generation targets in 2012.

This industry leading large scale programme has supported the evolution of T-Mobile, Orange, Everything Everywhere and now EE to achieve their goals through a strategic trusted partnership. The partnership has shown year on year sustained growth through a blend of outbound, inbound, collateral and web marketing, generating results which really set the programme apart.

The sales results from Astute leads are industry leading, with a sales acceptance rate in excess of **94%** vs. six month project timescale for leads and double-digit conversion rate to sale.

Return on investment is doubling year on year from **10:1** in 2012 to **22:1** in 2013 to date.

In 2012 the lead programme directly generated in excess of £20m of revenue.

In 2013 the programme has generated more than **£19m** of revenue already therefore looking to DOUBLE 2012's fantastic result.

ABOUT THE CLIENT COMPANY

EE is the UK's most advanced digital communications company. It is the first to offer superfast 4G mobile services, alongside fibre broadband, to UK businesses and consumers.

The company was born in 2010 from the merger of two major mobile brands in the UK:

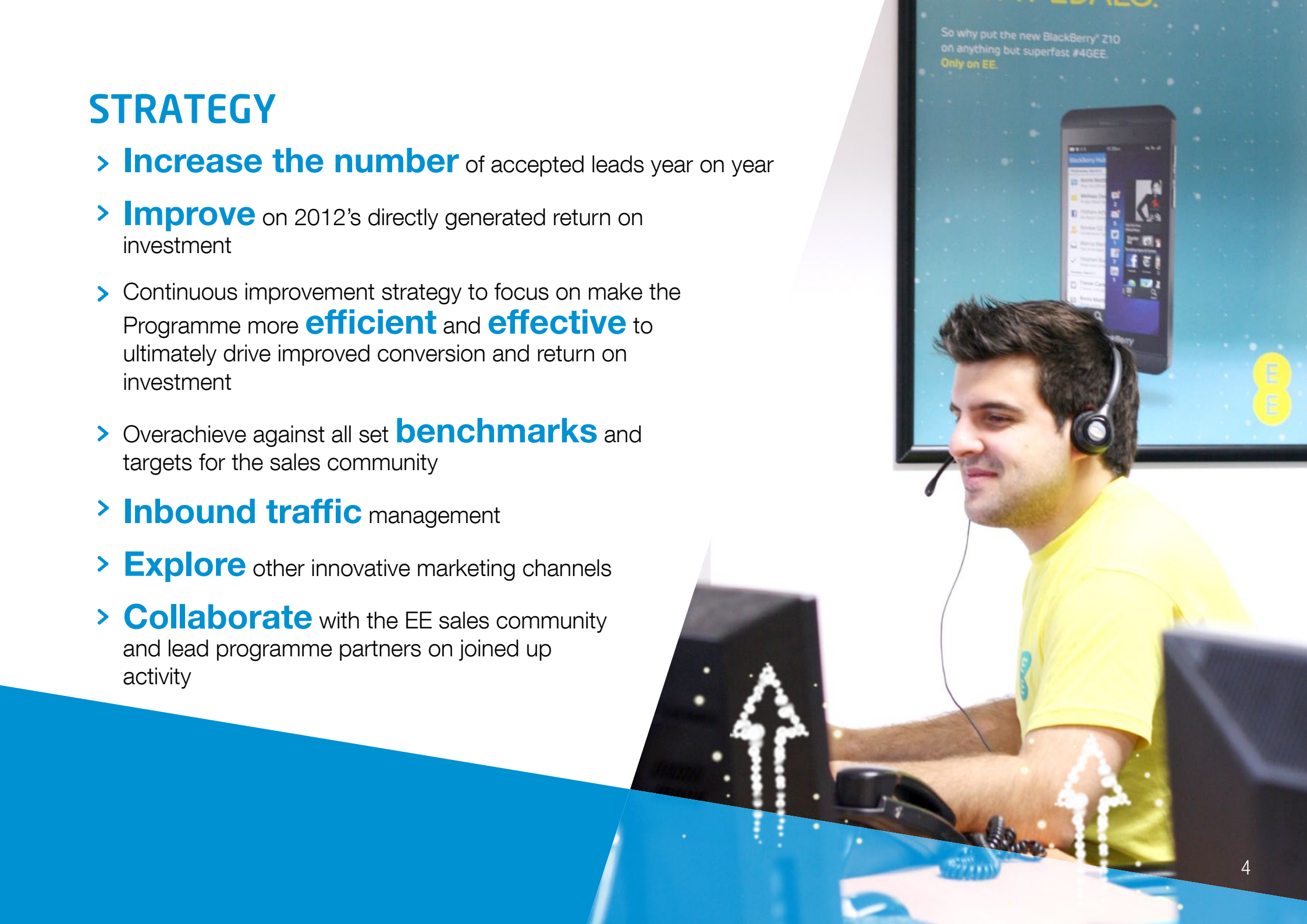
- T-Mobile, who launched the Mercury One2One GSM mobile network in 1993 as Mercury Communications, becoming T-Mobile nine years later
- Orange, who were formed in 1990 as Microtel Communications, becoming Orange in 1994

EE has a heritage of innovation, and today provide **27 million customers** with the best network and the best service so they trust them with their digital lives.



STRATEGY

- **Increase the number** of accepted leads year on year
- **Improve** on 2012's directly generated return on investment
- Continuous improvement strategy to focus on make the Programme more **efficient** and **effective** to ultimately drive improved conversion and return on investment
- Overachieve against all set **benchmarks** and targets for the sales community
- **Inbound traffic** management
- **Explore** other innovative marketing channels
- **Collaborate** with the EE sales community and lead programme partners on joined up activity



OBJECTIVES OF THE CAMPAIGN

The objectives of the EE & Astute **LEADING THE WAY** programme are to support the sales community, in their quest to generate more profitable new business for EE year on year. Each salesperson within EE carries a Gross Operating Margin target as well as connections therefore the balance needs to be start with quality lead generation.

To achieve this, the sales community must have a steady flow of qualified prospects, which are at their most optimum stage of their buying cycle.

For Astute to consistently generate the same quality of leads that enable a ROI of **over 10:1**.





THE TARGET AUDIENCE

EE's target audience for the lead generation programme is 15+ connections and adheres to a strict lead criterion with a full quality assurance process.

The criteria is based on appetite to engage, size of opportunity, and time frame to engage with EE.

Once this criteria is met, a robust QA process is managed.

MEDIA, CHANNELS OR TECHNIQUES USED

Astute uses various marketing channels to maximise the impact the EE message will have on a potential prospect.

Core to this is the outbound lead generation activity, which is professionally delivered by the Astute Demand Generation Agents working on the campaign.

Astute also supports EE in other strategic channel marketing, these include:

- **Social Listening Trial**
- **Click Through Follow Up**
- **Market Landscaping and Prospect Profiling**





TIMESCALES OF THE CAMPAIGN

Astute and EE have been working together since 2004; there are on-going reviews every month, half year and yearly.

Reviewing the programme periodically and at various stages of the relationship has allowed for a more flexible programme, one that can react quickly to changes in the market and to strive for improvements for both the prospect and the sales community.

BUDGETS

The commercial model between EE and Astute demonstrates complete commitment from both parties to reward joint success.

EE and Astute operate a **unique** cost per lead model incorporating a scaled risk and reward volume based on performance levels.

Furthermore the sales community are involved in this risk and reward structure with an accept or reject process enabling them to agree when a lead presents a valid opportunity.







RESULTS

£20.7M
of closed revenue in 2012 from Astute leads
£19M of closed revenue already in 2013 from Astute leads

10:1 ROI for 2012

22:1 ROI for 2013 already

Some of the highlights of the programme are below:

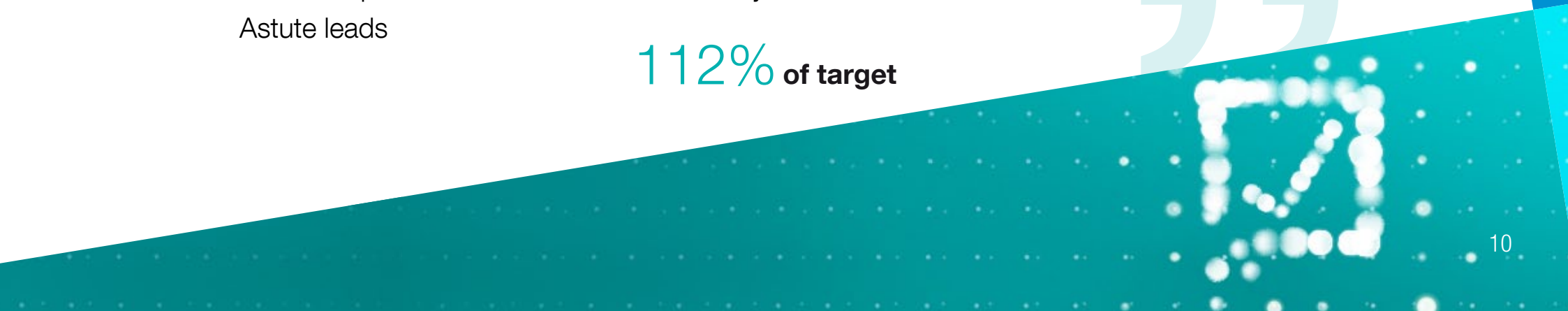
- 300,000 data field enrichments each year
- 10-1 return on investment for 2012
  - 22:1 return on investment for 2013 already
- 20 million pounds of closed revenue in 2012 from Astute leads
  - 19 million pounds of closed revenue already in 2013 from Astute leads

112% **of target**

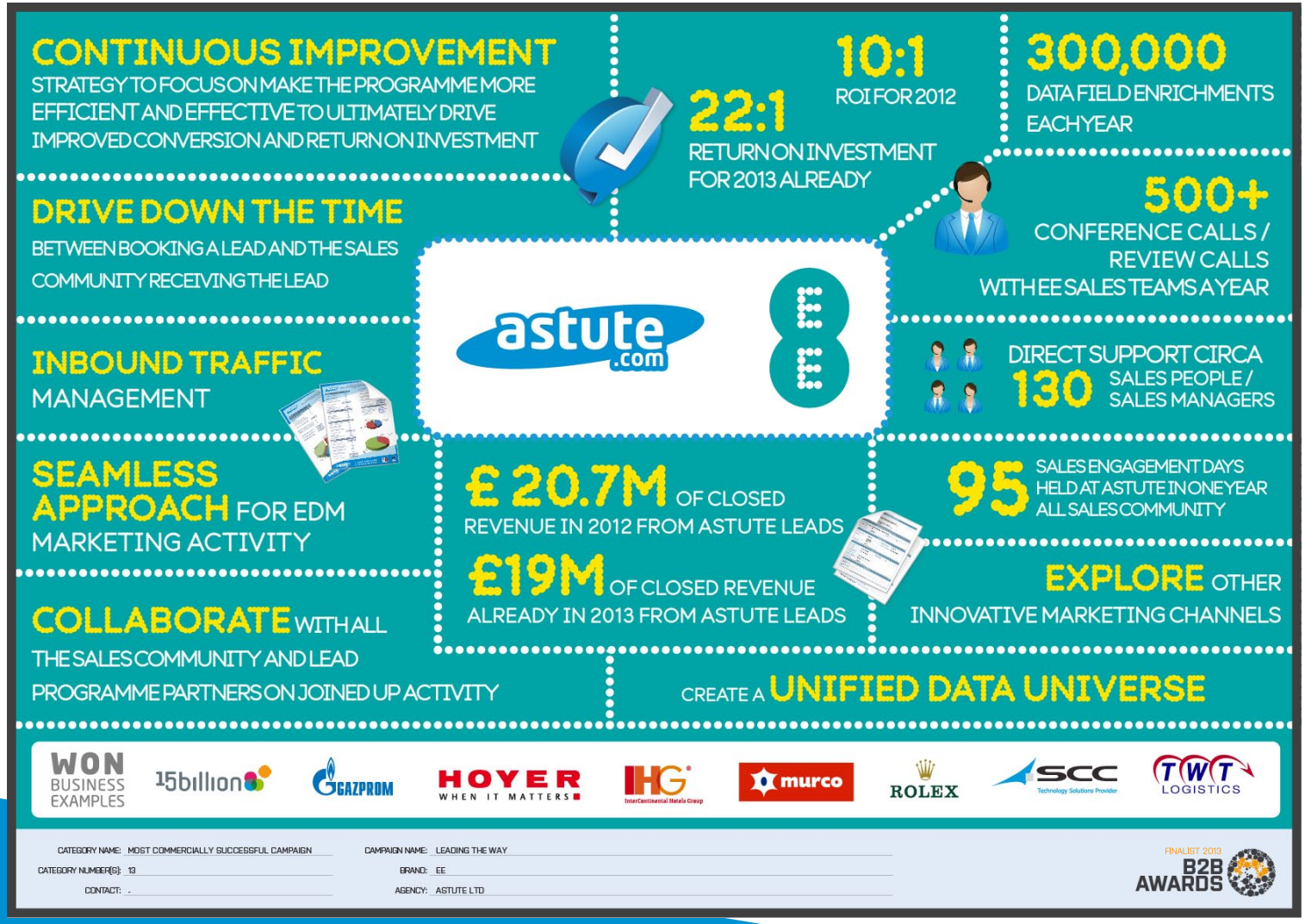
8000 **sales engagement ready leads delivered to EE sales community**

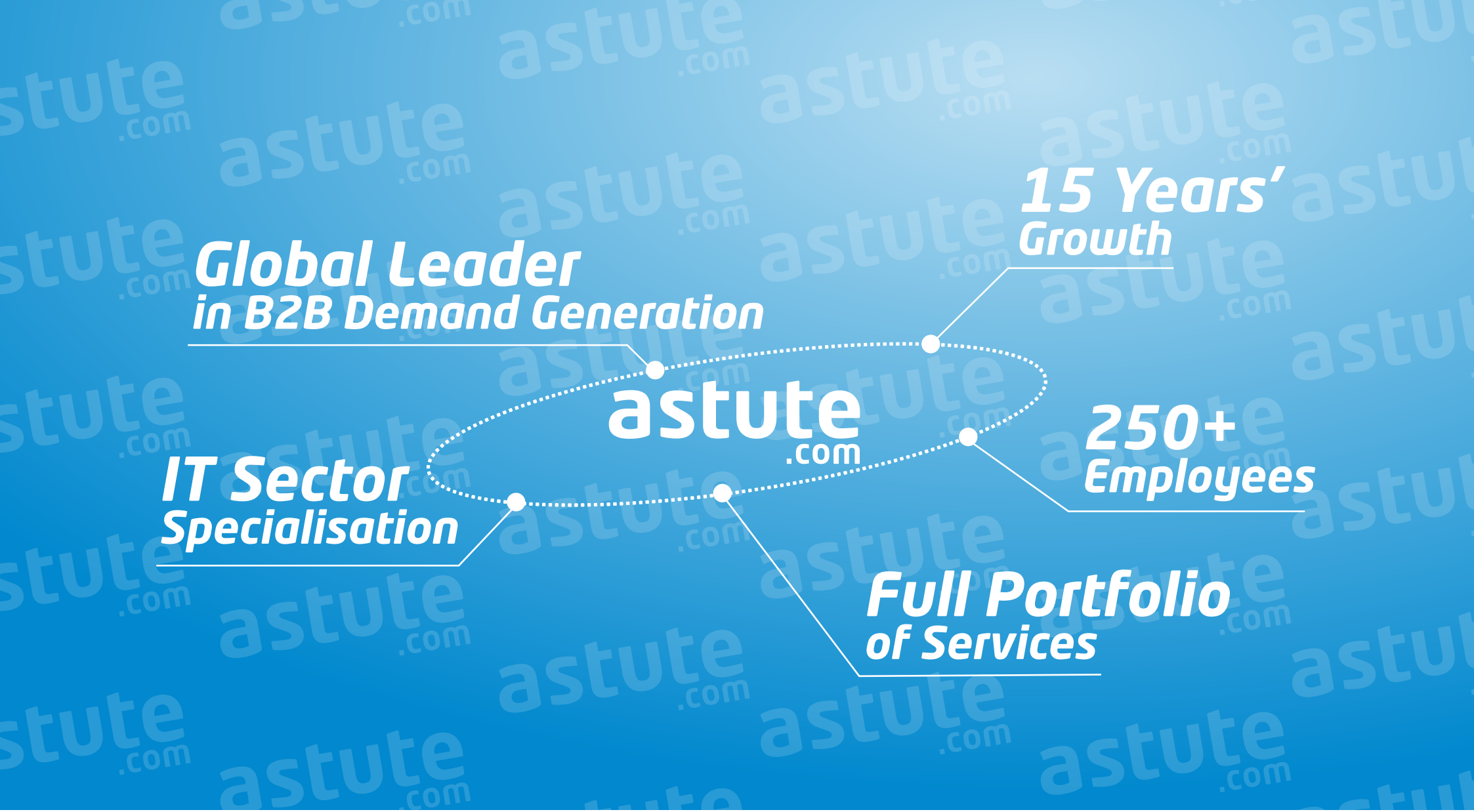
Double **digit conversion into closed won opportunity**

94% **sales acceptance of opportunity**



SUPPORTING MATERIAL SUPPLIED





astute .com

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