



Category number: 16
Category name: Best SME-targeted campaign
Programme/initiative name: Accelerating SME sector success for Avnet Embedded
Agency: Cyance
Brand or client: Avnet Embedded
URL or microsite: http://www.avnet-emb.eu/

Word count: 148+974

[Summary page]

Avnet Embedded provides small/medium sized resellers and distributors throughout Europe with a range of Microsoft Windows embedded software licensing solutions for business/industry use.

The company also sells displays, printers, wireless solutions and computers to the IT channel.

Avnet Embedded had a large number of dormant accounts on their records. These customers had not purchased software from them in over 12 months. By not reviving these relationships, Avnet Embedded knew they could be missing out on substantial short and long term revenue. They needed to nurture this segment to retain customers and maximise revenue throughout EMEA territories.

Avnet Embedded also wanted to generate a net-new customer base.

Target: one lead per working day.

NB. Embedded software could be Windows 8 for example with specialised features designed—and other features locked down—for business use. For example, locked down internet and the ability to change or install applications in workplaces.

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[Main submission]

About the client company

With over 100 staff, Avnet Embedded represents the world's leading manufacturers of displays, embedded computing hardware and software, wireless and networking products and industrial printers.

Avnet Embedded provides SME IT channel customers with impartial, reliable advice on the best products and solutions to help reduce development time, save money and meet performance, product lifetime and quality mandates.

- They provide a broad range of products and have the expertise to help resellers/manufacturers choose the right solution every time.
- With their ecosystem of certified embedded partners, they can significantly accelerate the product design process.
- Their Field Application Engineers build functional prototypes and speed up time-to-market.
- Their offices are located throughout Europe and they can serve European customers at their point of design and their point of manufacture.
- They provide consulting and training services.
- They deliver embedded solutions on an EMEA-wide scale.

Strategy – broader business issues the company is facing

Avnet Embedded had a large number of dormant SME accounts on their records. These customers had not purchased from them in over 12 months. By not reviving these relationships quickly, Avnet Embedded knew that they could be missing out on substantial short and long term revenue. They needed to nurture this segment to retain customers and maximise revenue throughout EMEA territories

The pain points of the target audience had to be addressed, such as complexity of solution, support and time to market.

With a limited prospect pool across EMEA to go after and faced with aggressive competition, Cyance knew that the quality of the data and also the tactics of the campaign were critical to success.

Objectives of the campaign

The objective was to engage with new and dormant accounts across EMEA using a multichannel approach; starting with data cleansing, analysis and penetration—and continuing with campaign elements such as email newsletters, blogs, whitepapers, event promotion and international calling.

These activities focused on:

- The benefits of using embedded software for small to medium sized players, such as reduced time-to-market, cost-savings and locked down functionality
- Promotion of the unique and competitor differentiated support and services Avnet Embedded could offer to smaller channel partners
- Promoting complete in-house design and build of a solution, ideal for smaller companies with less resource.

The target audience

- Manufacturers
- Value added resellers
- Distributors

These three groups were targeted across EMEA. Challenges associated with targeting these prospects are:

- Lack of awareness of embedded software
- Lack of awareness of the Avnet Embedded brand
- Lack of loyalty to any brand in this marketplace; the cheaper the better
- Incumbent software already in use (Microsoft non-embedded software or a competitor offering such as Linux).

The above activities (see Objectives of the campaign) were developed to overcome these challenges.

Media, channels and techniques used

Cyance provided:

- highly targeted
- integrated
- multi-channel (web, social, email and native-speaking telemarketing) campaigns.

By:

- analysing, cleansing and profiling data
- devising a strategy based on the data and Avnet Embedded's objectives

Data

Deep data analysis helped form the campaign strategy. Before the campaign began, Cyance worked on a data cleanse and analysis procedure to correct and remove inaccurate records and identify key decision-makers.

Cyance also carried out penetration analysis; finding companies across EMEA to target, similar to those on Avnet Embedded's existing customer base.

Data intelligence formed the strategy of this campaign which began from a standing start.

High-quality data analysis and profiling meant that Cyance were engaging in the most valuable conversations for the client and reducing unproductive conversations.

Segmentation

Leads were carefully segmented into categories:

- Grade A leads : customers with an immediate requirement for Avnet Embedded products/services
- Grade B leads: customers who were interested in renewing a relationship with

Avnet Embedded on a timescale of 3 to 6 months

- Grade C leads: organisations who were interested in finding out more at a later date
- Grade D grade leads: a potential competitor situation.

Methodologies

Cyance approached this campaign from 2 interlinking channels: telemarketing and content creation/distribution. Cyance devised a strategy that utilised:

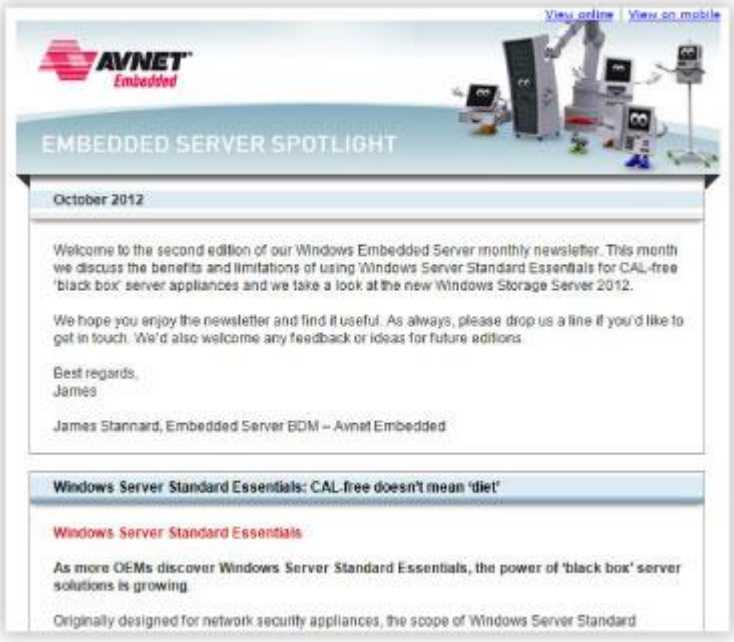
1. Its team of international, in-house, technically trained and native-speaking telemarketers to call across EMEA. Our experienced team simplified these complex technology propositions for prospects within the channel.

2. Relevant, tailored and localised/translated email (see Picture 1) campaigns and newsletters, inbound marketing, PDF brochures, case studies and new web copy to support telemarketers' conversations. These were sent out to prospects post calling and throughout the campaign.

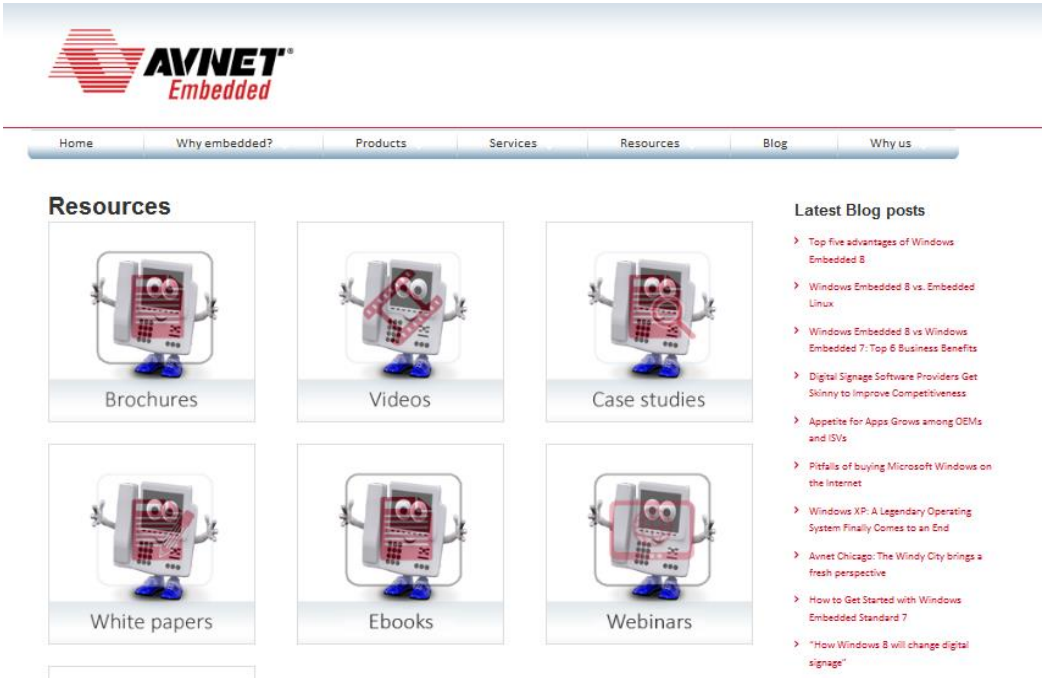
Looking forward

A new content hub was created in April 2013. This will now form the basis of a lead nurturing and lead scoring programme; scoring prospects depending on how many pieces of collateral they view and how often (see Picture 2).

Picture 1: Email campaign



Picture 2: The new content hub



Timescales of the campaign

Cyance began working with Avnet Embedded in August 2012 and continues to do so today.

Planning began in July 2012 and activities started with the data work, followed by multichannel push campaigns and telemarketing.

Regular monthly reporting and lead analysis takes place with the Avnet Embedded Directors and Marketing Manager. New elements of the project are often taken on board by Cyance, including event promotions/staffing and brochure creation, intermittently throughout the year.

Budgets

These details were provided to judges in the original submission but are commercially sensitive and therefore confidential.

Results

Cyance delivered outstanding results for Avnet Embedded:

- 359 sales ready software leads with an average value of *(These details were provided to judges in the original submission but are commercially sensitive and therefore confidential.)*
- In excess of £500k closed sales revenue in one week alone with a cost of just £1,500
- Additional leads for hardware of £296k
- An overall ROI of 400%
- Increased awareness of the Avnet Embedded brand
- Increased use of embedded software across EMEA, reducing customers' time-to-market and costs

Client testimonial



"With Cyance we've found a team that has delivered unparalleled results for us across the UK, EMEA, the Nordics and South Africa. They perfectly understand our proposition and have clearly demonstrated this to us as we've been delighted with the number of leads they have delivered. They are creative, strategic, professional and great value. We love working with them." Karine Boisseau, Communications Manager



'We've now found a data and marketing team that has delivered unparalleled results for us across EMEA. They perfectly understand our proposition and have clearly demonstrated this.' Nick Donaldson, Director

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Supporting material supplied

Presentation board

Submission ends