



Category number: 27
Category name: B2B marketing communications agency of the year
Agency name: Cyance
Word count: 200 + 999

[Summary page]

Having grown significantly in the last two years and achieved a number of high profile clients along the way including Microsoft, Cyance is riding high on a wave of successes.

Our inspirational and high-profile board members motivate our multi-skilled international team to implement the best multi-channel campaigns for clients, driving tangible ROI.

As trends in marketing change so do Cyance:

- A newly created team of inbound marketers and social media experts have been employed to continue to give clients the most up-to-date methodologies.
- Our recent award-winning data team form the very core of the campaigns we implement.
- Our content team creates tailored pieces including whitepapers, reports, 'how to' guides, blogs, email campaigns and more – to be delivered at precisely the right time in the funnel.
- Our native-speaking international team of marketers nurture leads across EMEA.
- Our online/offline lead nurturing approach, based on all customer touchpoints, ensures that only the very best leads are passed onto sales teams at the right time—bridging the sales and marketing divide.

Put simply, we make marketing a success. We are incredibly proud of our talented and professional team and the results we achieve. We also like to have fun!

Word count: 200

[Main submission]

About Cyance
Cyance was established in 2006. We are a multi-award winning B2B data and marketing agency, operating in the technology sector, with offices in Milton Keynes and Oxfordshire. In 2012 Cyance acquired 360 Business Marketing.

The team comprises:

- board members
- award-winning data scientists
- international native-speaking telemarketers
- account directors
- campaign managers
- inbound marketing/social media specialists
- digital producers
- creatives
- two barn owls (Picture 1)

We simplify complex propositions and deliver clever lead nurturing campaigns.

We provide a full range of services from data analysis, strategy, content generation, translation and localisation, social media, inbound, email and web marketing and native speaking telemarketing.

We understand that clients need to see proven value from their investment which we can demonstrate. We promise to:

- Turn data into a valuable asset
- Develop a clever B2B marketing strategy
- Harness the right methodologies
- Work closely with clients
- Give insight, knowledge and results that leave no question unanswered

<u>We are different</u>:

- We make data speak volumes. It works hard for us and forms the core of what we do
- We analyse and profile our clients' data; filling gaps and identifying opportunities through profiling/penetration

- We nurture clients' prospects using lead nurturing/scoring software
- We track prospect behaviour over time
- When prospects achieve a chosen score, our telemarketers contact them to become sales-qualified leads to pass onto clients.
- We are channel agnostic; providing bespoke and differing solutions every time

Picture 1: Owl cam



Contribution to clients' businesses

- Client retention: 93%

- **Kensington**
  Kensington had a high target across EMEA but little understanding of their audience, geographies or messaging. Cyance created a multichannel, lead nurturing campaign across verticals; from data source/cleanse, to content, inbound marketing and telemarketing, to passing on sales qualified leads further to lead nurturing.

    - Sales pipeline: £2.97m
    - Exceeded year 1 targets by month 4
    - ROI: 987%
    - 20,727 website visits
    - 30,124 content impressions
    - 769 leads taken on site
    - Increased and greater understanding of customer base across EMEA

- **Steljes**
  Steljes wanted to change their website from a static site to a lead nurturing website.

    - 91% year-on-year increase in online leads versus 25% plan
    - 4,089 web visits generating 191 Marketing Qualified Leads worth £3.76m
    - ROI: 412%
    - Increased online engagement

- **Avnet Embedded**
  Avnet Embedded had a large number of dormant accounts to target across EMEA. Cyance ran a targeted, integrated, multi-channel campaign.

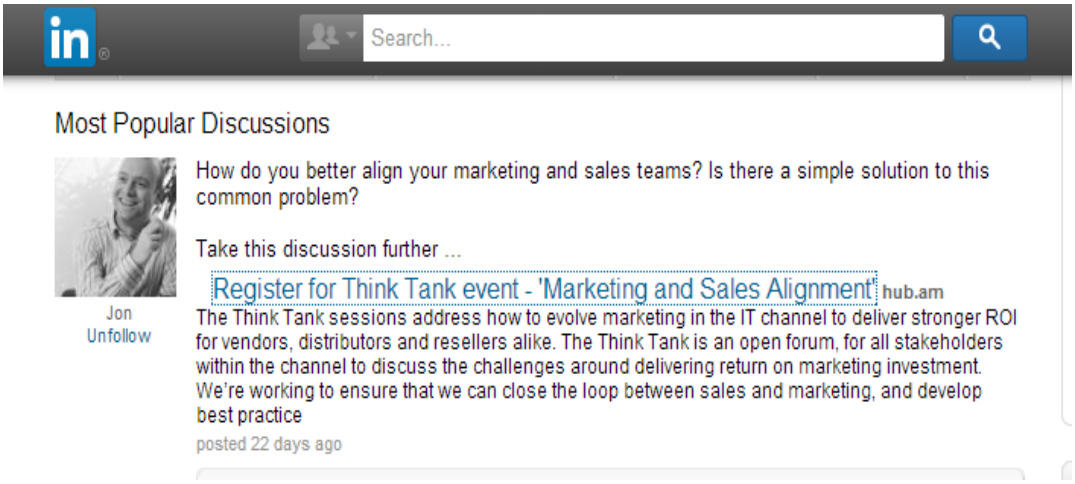
    - 359 sales ready software leads
    - £500k+ closed sales revenue in one week alone with a cost of £1,500
    - Additional leads for hardware of £296k
    - ROI: 400%
    - Increased active database

- We have an online community for IT professionals (Picture 2). Here they discuss the challenges they face. There are 250+ members in the LinkedIn group. We host quarterly events. Attendees say these sessions are unique and offer insight/an opportunity for frank discussion.

  Video testimonials:
  http://www.360channelmarketing.com/

  We publish whitepapers post events.

Picture 2:



Creative thinking

Our creativity is based on innovative technology.

Our multi-channel lead nurturing/scoring process is an idyll that many agencies aspire to – but our level of data detail, tailored messaging, tracking of behaviours, and ROI measurement against every element of a campaign, including social media, is particularly impressive.

We produce bespoke online hubs that deliver tailored content at the right time, based on prospects' behaviour.

We track all touchpoints through to a sale, and nurture prospects based upon activity across inbound marketing, email, web, social media and telemarketing.

This increases the volume, velocity and quality of leads as they pass through the funnel. Once the prospect has engaged with the site a number of times, our international telemarketers call them. These leads are only passed onto clients when they are 100% ready to purchase, so they can focus their resource on the very best opportunities, maximising ROI. We pride ourselves on bridging the sales and marketing divide.

We have seen this approach build huge dividends for our clients. By combining:

- insights
- a deep understanding of the technology industry

- B2B expertise
- lead nurturing technology and skills
- multi-skilled, multi-lingual teams specialising in data and telemarketing
- excellent customer service…

…Cyance delivers unique ROI-driven campaigns that deliver outstanding results.

Our strategy has helped us to grow our business in a time of recession and allows us to stand out from competitors.

Cyance digs deep with data to achieve the most and the cleanest data sets. Every campaign starts with data analysis; providing the campaign team with insights to produce the right collateral that resonates with prospects.

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

Staff and community engagement

- Cyance has a team of well-known speakers who present at events
- Training courses:
    - Internal masterclasses
    - Training at best-of-breed establishments including IDM
    - Training from clients on propositions
    - Board member mentoring

- Regular team building:
    - Weekends away
    - Summer pool parties and BBQs at our office pool (Picture 3)

- Our mantra 'We are Cyance' (Picture 4) creates a team vibe. Photos of staff in Cyance lab coats, demonstrates what makes them them – and us as a whole!
- Fundraising (Pictures 5-8)
- Weekly competitions for the best blog posts (Picture 9)
- A belief that exercise feeds the mind! We pay for a personal trainer to visit regularly
- Staff retention: 100%

Picture 3:



Picture 4:



Picture 5:



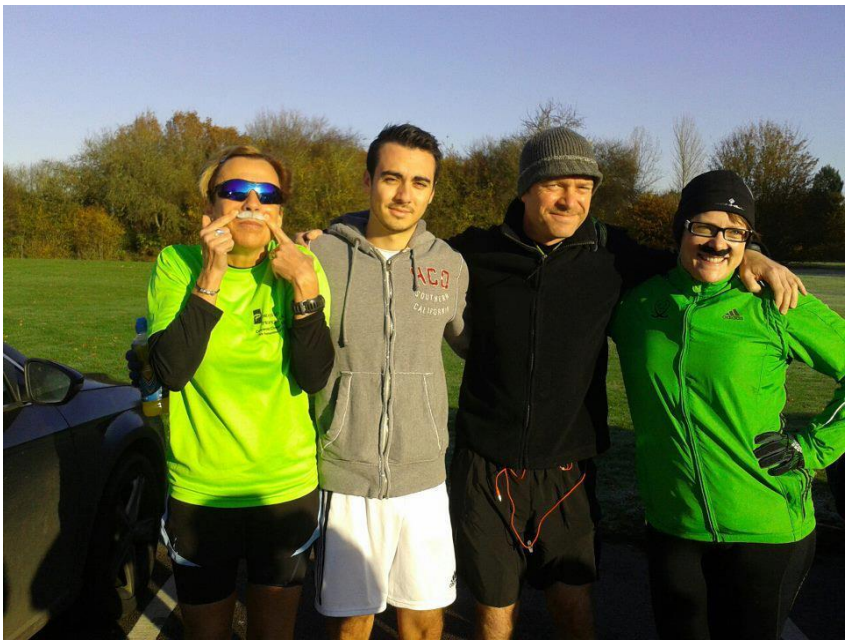
Picture 6: The Cycle challenge route



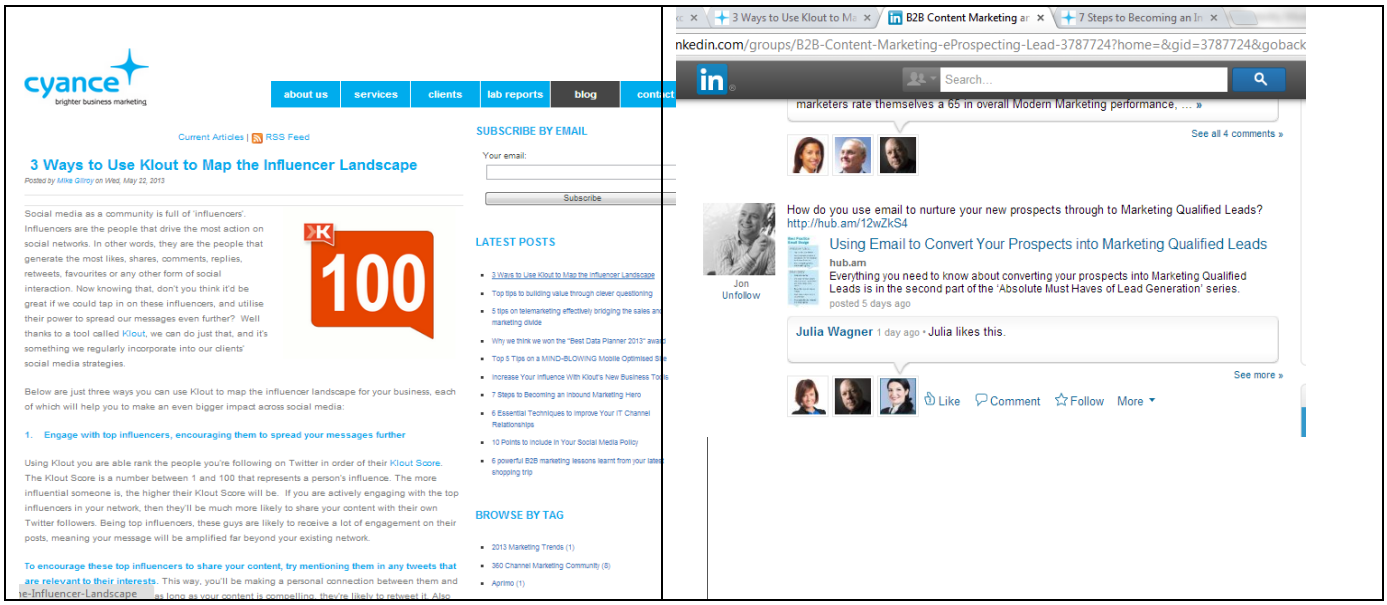
Picture 7: Children in Need



Picture 8: Movember run



Picture 9:



Key initiatives and achievements

- 2010 B2B Marketing awards winner 'Best Use of Email'
- 2011 B2B Marketing awards runner up 'Best Lead Nurturing campaign'
- 2011 NMA Awards runner up 'Best Use of Email'
- 2012 CRN awards 'Best Marketing Programme'
- 2012 Database Marketing Awards 'Innovation in Multichannel Marketing - B2B'
- 2013 Data IQ Awards winner 'Best Data Planner'
- Shortlisted for 2013 CRN award 'Best Channel Marketing Agency'

Client testimonials

1. "Cyance perfectly understands our proposition and have clearly demonstrated this - we've been delighted with the leads they delivered." Karine Boisseau, Communications Manager, Avnet Embedded.

2. "We've seen a stunning set of results in a short timeframe." Kate Allen, Marcomms Manager, Steljes.

3. "A year on, with a pipeline worth literally millions, we are convinced this was the right step." Stephen Hoare, Director, Kensington.

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Supporting material supplied

Presentation board

Appendix

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

Submission ends