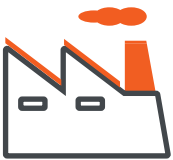# EQUATION
Powering Data. Empowering Decisions.

Precision in IT:
Rule-Based Account Targeting

Case Study

Client Overview:

A trailblazer in the IT industry , this American Fortune 500 giant offers an expansive array of computer products and services, from hardware and software to cutting-edge cloud solutions and cybersecurity, shaping the future of technology.

Strategic Focus:

Chosen for its potential to refine client engagement through data-driven insights, this initiative underscores the company's innovative approach to optimizing IT solutions delivery.
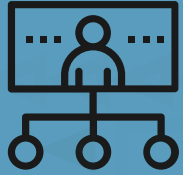
Business Challenge:

Faced with the challenge of enhancing lead generation across B2B , our client struggled with the intricacies of rule-based account targeting. The key was to accurately identify and prioritize potential leads through a complex analysis of sales data, customer journey data, buyer base, sales pipeline data, sales triggers, etc.

Quation's Tailored Approach:

Strategic Analysis:

Our solution, the Precision Targeting Framework, was engineered to navigate the complexities of customer targeting. By establishing objective-centric campaign criteria focused on Sales and Marketing revenue, we ensured targeted strategies were perfectly aligned with market dynamics and customer behavior.

Tech-Driven Solutions:

Leveraging iterative, data-driven methodolgies, the Precision Targeting Framework offered clarity on Sales and Marketing investments, enhancing decision-making with evolving insights into customer engagement patterns.

Efficiency Optimization:

Through advanced customer segmentation, our framework precisely targeted potential leads, ensuring each interaction is optimized for maximum Sales and Marketing revenue, distinguishing between direct acquisitions and various channels for comprehensive lead nurturing.

Impact Amplified:

Quantifiable Outcomes:

Lead generation surged **96%** and **conversion rates** rose **13%** driven by **precision targeting**.

Strategic Wins:

Sales revenue **escalated** to **$659 million** through data-informed **sales strategies** and **optimized allocation**.