

4x

qualified meetings

CASE STUDY

DEMAND GEN CAMPAIGN

BACKGROUND

Acunu was a big data company that built a real-time analytics platform on top of open source Cassandra. Their product was able to turn massive amounts of unstructured data into meaningful information that could be acted on in real-time. In late 2013, Acunu was acquired by Apple. Working directly with the Vice President of Marketing, Dai Clegg, DemandZEN set the first meeting between Acunu and the Apple executive key in initiating the acquisition.

CHALLENGES

At a time when there was a skills shortage among users in big data, Acunu had trouble setting qualified meetings. They had done the research to define their targets but found it

difficult to generate enough interest over the phone to get a second meeting.

SOLUTION - AGILE BASED CALLING

Relying on what Clegg deemed an “agile” approach, DemandZEN began cold calling as soon as they were briefed on the basics of Acunu’s software. The strategy was to learn the greater details along the way and better define lead qualifications over time. DemandZEN and Acunu communicated regularly to stay aligned internally and externally. Both teams provided feedback on lead qualification and pain points based on customer conversations. With each new assessment, each team updated their strategy accordingly.

THE RESULTS

Apple
acquisition

\$2.5

million
closed-won



I think that's DemandZEN's critical differentiator; the ability to communicate. To get people engaged, to get them interested, to get them to take that meeting.

Dai Clegg, Vice President, Marketing

SUCCESS

As DemandZEN and Acunu worked together, they made important discovery; customers using Cassandra were the ones most likely to have the pain points Acunu was looking to target. DemandZEN helped Acunu become a brand that was strongly associated with Cassandra by making a crucial shift toward targeting leads already using Cassandra. This simplified DemandZEN's targets and gave Acunu an advantage in filtering qualified and unqualified leads. Initiating external cold calling took pressure off of the internal sales team, who were able to then focus on the results of DemandZEN's demand generation efforts.

LET'S TALK

If you're interested in learning more about how DemandZEN can transform your sales and marketing efforts through a unique appointment setting campaign, give us a call or visit our website.



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