

Case Study: *Outbound B2B Market Research & Lead Generation*

Major Motion Picture Exclusive Licensing Agency

Objectives

- Canvas multiple industries for new business opportunities
- Identify decision maker
- Qualify leads for in-house sales effort

Solution

- Construct and conduct survey containing 5 results oriented questions
- Qualify prospects and generate prioritized leads for in-house sales staff
- Strategic quality calibration sessions and custom-designed system for data capture

Results

- Identified decision maker and verified contact information for future marketing and sales communication
- Identified top performing demographics
- Over 3,500 leads generated
- 6:1 ROI on new customer revenue



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314-821-8111