



# Tactical Research & Targeted Prospecting Case Study

Q4, 2018

This analysis is focusing on a 5 month period: June 2018 - Oct 2018.

## The Agreement:

- ▶ Research Contact Centers
- ▶ Integrated prospecting campaign (email & telemarketing)
- ▶ Coordinate initial relationship development calls followed by demos

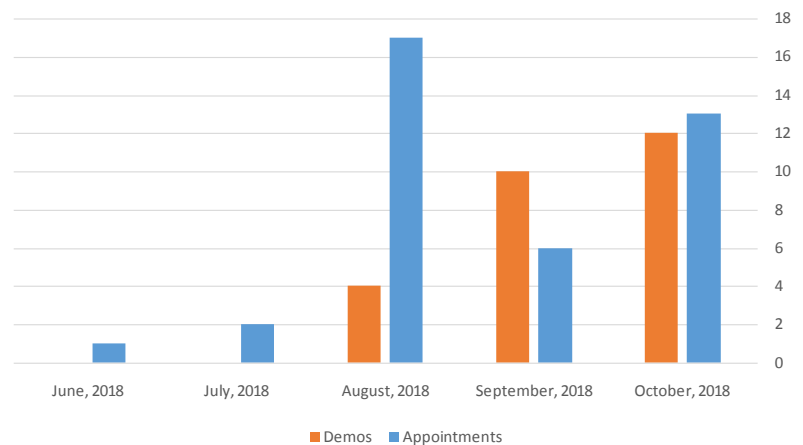
- ▶ Researched and prospected on list of over 600 contact centers as determined by client.
- ▶ Target prospect is Director of Customer Experience or Operations Manager.
- ▶ 50% of initial relationship development calls yielded demonstrations of software.
- ▶ Over-delivered expected performance by 12%.

OnTarget Partners marketing, sales and research solutions support B2B Executives and Marketers by offering "Intelligence for Business®" via specific lines of service, delivered primarily on an outsourced basis.

## OnTarget Services:

- Tactical Research
- Digital Marketing
- Targeted Prospecting
- Lead Processing
- Marketing Analytics

OnTarget Targeted Prospecting Results



## Contact Us:

7460 Warren Parkway, Suite 170  
Frisco, Texas 75034  
(469) 200-4901

Ed Trachier, CEO  
OnTargetPartners.com  
Trachier@OnTargetPartners.com

## Tactical Research Yielded:

- 600 Contact Centers
- 1200+ Contacts
- Direct Phone Numbers
- Email Addresses