



# Tactical Research & Targeted Prospecting Case Study

Q4, 2018

This analysis is focusing on a 10 month period: Jan 2018 - Oct 2018.

## The Agreement:

- ▶ Research 100+ seat Contact Centers
- ▶ Integrated prospecting campaign (email & telemarketing)
- ▶ Coordinate initial relationship development calls & demos

- ▶ Researched and prospected on list of over 2,000 contact centers as determined with client.
- ▶ Ramped to full execution mode within four weeks.
- ▶ Over-delivered expected attended appointments by 25%.
- ▶ 75% of attended appointments graded as green - immediate interest and next step planned.

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.

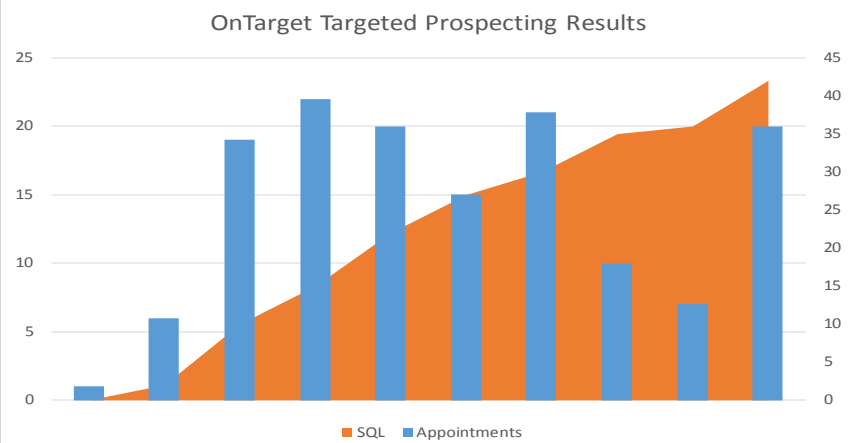
## OnTarget Services:

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

## Contact Us:

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## Tactical Research Yielded:

- 2,000 100+ Seat contact centers
- 3500+ Contacts
- Direct Phone Numbers
- Email Addresses