

This analysis is focusing on a 8 month period: May 2018 - Dec 2018.

### The Agreement:

- ▶ Prospect (telephone only) into 10,000 target contacts
- ▶ Coordinate initial appointments for one to four weeks out
- ▶ Host Initial Relationship Development call

- ▶ **Large, India-based technology firm needed U.S. based marketing company to represent them and prospect into a pool of researched targets via telephone to coordinate and host Initial Relationship Development calls.**
- ▶ **Coordinated 207 initial calls over eight months, which led to**
- ▶ **149 attended appointments over the same timeframe.**

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

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