



Tactical Research & Targeted Prospecting Case Study

Q1, 2020

This analysis is focusing on a 1-year period, two-phased outbound program, targeting Fortune 500 Consumer Packaged Goods companies: December 2018-December 2019

The Agreement:

- ▶ Research 67 CPG Companies
- ▶ Integrated prospecting campaign (email & telemarketing)
- ▶ Coordinate initial relationship development calls & in-person meetings

▶ This analysis is focusing on a 1-year period, two-phased outbound program, targeting Fortune 500 Consumer Packaged Goods companies: December 2018 – December 2019.

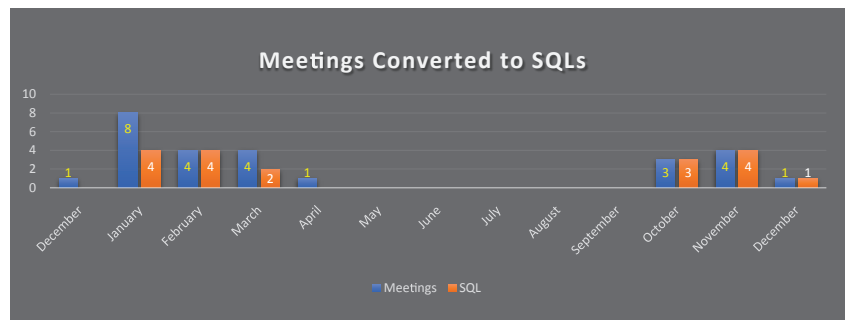
▶ 26 attended meetings generated 19 SQLs. Several NDAs signed and proposals presented within two months from initial meeting

▶ Sales pipeline growth in excess of 115% in first year of engagement with client, with 3 new projects won and started as of Q1, 2020.

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:

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

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

Tactical Research Yielded:

- 67 Companies
- 3,970 Contacts
- Direct Phone Numbers
- Email Addresses