



Tactical Research & Targeted Prospecting Case Study

Q1, 2020

This analysis is focusing on a 6 month period: Aug 2019 - Jan 2020.

The Agreement:

- ▶ Research 50+ 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 three weeks.
- ▶ Over-delivered expected attended appointments by 25%.
- ▶ 54% of attended appointments yielded sales qualified leads (SQL).

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.

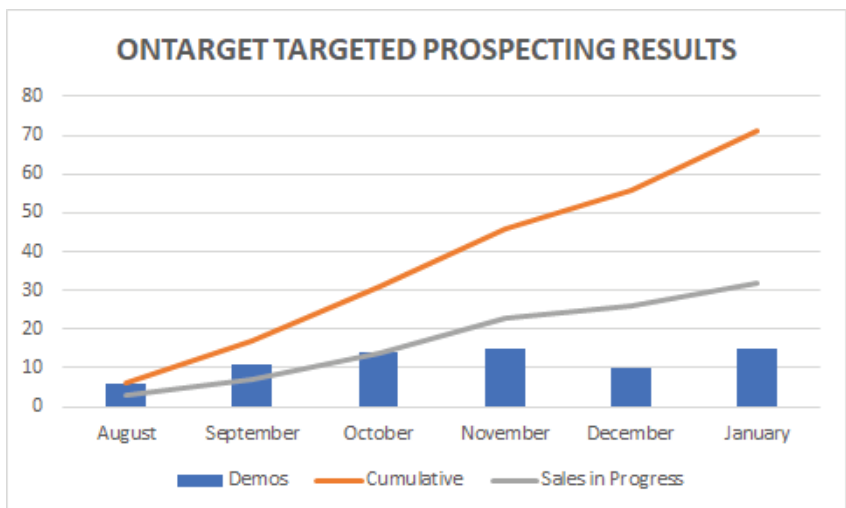
OnTarget Services:

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

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Tactical Research Yielded:

- 2,000 50+ Seat contact centers
- 3500+ Contacts
- Direct Phone Numbers
- Email Addresses