



Tactical Research & Targeted Prospecting Case Study

Q1, 2020

This analysis is focusing on a 30 month period: June 2017- December 2019

The Agreement:

1. Research 5000 Companies
2. Integrated prospecting campaign (email & telemarketing)
3. Coordinate initial relationship development calls

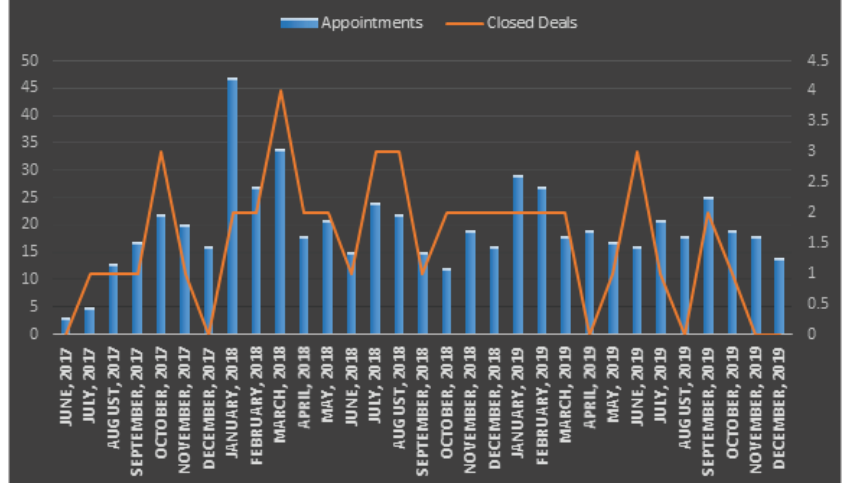
- ▶ Engagement started in June 2017 and is ongoing
- ▶ Targets = Human Resource decision-makers at large employers (3000+ employees)
- ▶ Services Rendered: Tactical Research, Targeted Prospecting, Detailed Reporting, Analytics & Analysis
- ▶ 97 Meetings Attended in 2017, 257 Meetings Attended in 2018, 241 Meetings Attended in 2019 (604 total)
- ▶ 47 total opportunities that turned into closed deals, net-new business for Client

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



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Tactical Research Yielded:

- 5000+ Companies
- 2500+ Contacts
- Direct Phone Numbers
- Email Addresses