



THE B2B CX CASE

EXECUTIVE SUMMARY



Key Results

- **6,370** visitors on the landing page
- **2,550** qualified leads (40% conversion)
- **1,525** nurtured leads (60% conversion)
- **610** opportunities via direct outreach & ABM (40% conversion)
- **242 closed deals** (40% conversion; **4.8% total conversion rate**)
- Revenue: **€9.7M** at average €40,000 per deal
- **RoAS: 13**

Success Factors

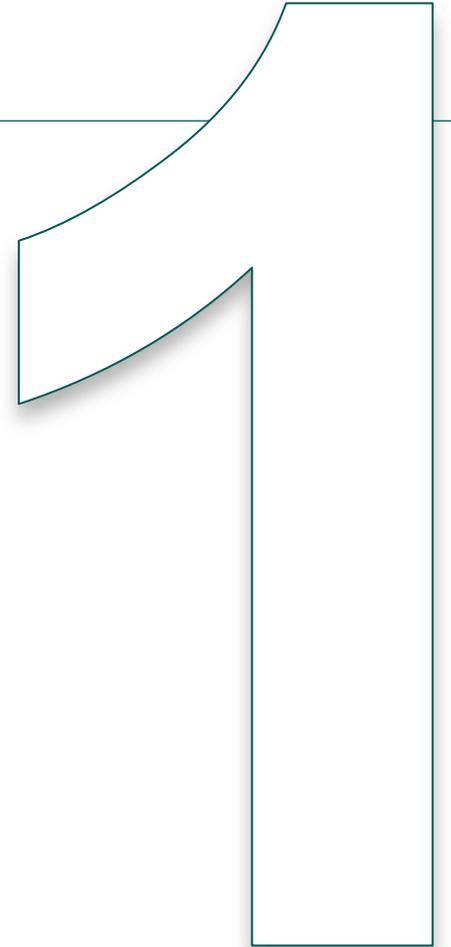
- Targeted outreach via LinkedIn, SEA, Display Ads & Content Marketing
- Effective lead nurturing with 82% email open rates
- Account-Based Marketing (ABM) for high-quality leads
- Enhanced CX with personalized onboarding & support

Conclusion

- A data-driven multichannel strategy combined with CX optimization led to maximum efficiency and measurable success.

BEST PRACTICE

One of our approaches to CX



BEST PRACTICE



Case Study: Successfully Acquiring and Converting Cloud Architects in the DACH Region

Objective

- To identify, engage, and convert Cloud Architects in the DACH region into long-term customers.
- To create an efficient funnel with a 4.8% conversion rate from initial identification to customer acquisition.

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Identification of Target Audience: Cloud Architects in DACH

Approach

- Utilized platforms like LinkedIn Sales Navigator and industry databases (e.g., Xing, Crunchbase).
- Defined criteria: job titles (e.g., "Cloud Architect," "Cloud Solutions Engineer"), company size (100–5000 employees), industry (IT, technology).
- Leveraged intent data from tools like Bombora to identify organizations actively researching cloud solutions.

Result

Identified 5,000 potential companies in DACH with a Total Audience Marketsize of 22,000.

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Engaging the Target Audience: Multichannel Strategy

Channels

- LinkedIn Ads featuring personalized carousel and video ads.
- Display campaigns in niche media such as Heise and CloudComputing-Insider.
- Search engine ads targeting long-tail keywords like “Cloud Architecture Trends 2024.”
- ABM Content Marketing

Messaging

- Focused on value: “How Modern Cloud Architecture Boosts Efficiency by 30% – Download Our Free Whitepaper.”
- Assets included case studies, technical whitepapers, and “how-to” guides.

Result

- Achieved a 3.2% CTR with 6,370 visitors to dedicated landing pages.

BEST PRACTICE



Lead Generation through Content Syndication

Strategy

- Created a high-value whitepaper: “Top 5 Trends for Cloud Architects in 2024.”
- Distributed content via syndication networks like TechTarget and Outbrain.
- Incorporated clear CTAs, prompting form submissions for the whitepaper.

Result

- Generated 2,550 qualified leads (40% conversion rate from landing page visitors).

BEST PRACTICE



Lead Nurturing via Email Marketing

Approach

- Automated email sequences tailored to lead interests:
 - Phase 1: Educational content on cloud architecture best practices.
 - Phase 2: Invitations to webinars featuring live demonstrations.
 - Phase 3: Case studies highlighting successful cloud migrations.
- A/B testing of subject lines and content to optimize engagement.

Result

- 82% email open rates, 1,525 leads advanced to the next stage.

BEST PRACTICE



Converting Qualified Leads into Opportunities

Tactics

- Conducted direct outreach calls by sales teams.
- Hosted personalized demo sessions for interested leads.
- Deployed account-based marketing (ABM) to address company-specific needs.

Result

- Converted 610 leads into opportunities (40% conversion rate).

BEST PRACTICE



Turning Opportunities into Customers

Process

- Created tailored proposals with ROI business cases.
- Followed up with targeted conversations addressing demo insights.
- Offered proof-of-concept (PoC) programs to minimize client risks.

Result

- Closed 242 deals (40% conversion rate from opportunities).

BEST PRACTICE



Funnel Overview

Phase	Number of Individuals/Companies	Conversion Rate
Identification	5,000 (22,000 TAM)	29%
Engagement	6,370 visitors	40%
Lead Generation	2,550 leads	60%
Nurturing	1,525 qualified leads	40%
Opportunities	610 opportunities	40%
Customers	242 customers	

→ **Overall Conversion Rate (Identification → Customer): 4.8%**

BEST PRACTICE



Enhanced Customer Experience (CX) Features (I)

Personalized Onboarding Journey

- After lead conversion, personalized onboarding materials were shared, including use-case-specific guides and access to exclusive training webinars.

Interactive Engagement

- Cloud architects were invited to participate in live Q&A sessions and workshops with experts to address specific cloud architecture challenges.

Customer Feedback Loops

- Regular surveys and follow-up interviews were conducted to gather insights into customer pain points and ensure solution alignment with expectations.

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Enhanced Customer Experience (CX) Features (II)

Proactive Support Systems

- Introduced a dedicated account manager and 24/7 support line during the opportunity phase to facilitate quick responses and build trust.

Loyalty and Retention Initiatives

- Post-purchase, customers were invited to join an exclusive user group, providing networking opportunities and early access to new features.

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Outcomes and Value Delivered

ROI

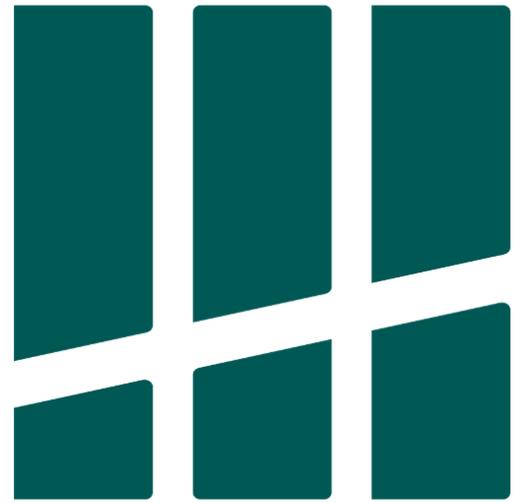
- At an average contract value of €40,000, the initiative generated €9.7 million in revenue leads to a ROI of approx 13.

Customer Satisfaction

- CX enhancements resulted in a Net Promoter Score (NPS) of 85, indicating high satisfaction.

Operational Efficiency

- By combining automation and a strategic multichannel approach, we minimized acquisition costs while maximizing conversion rates.



**THE
B2B**