

MAVEN TM

CASE STUDY

exertis

Exertis is the industry-leading distributor of technology products and specialist services in Ireland serving the reseller, retailer and telco channels. They are a global distributor of consumer, business and enterprise products supported by a range of managed services.

CLIENT BIO



Dublin, Ireland



Distributor of technology products and specialist services



Continued strong partnership since July 2014.



www.exertis.ie

Recognising the value of high quality leads in their MSP network for their partner vendors, **Exertis** faced the challenge of optimising lead generation. To address this, **Exertis** sought a strategic partner, ultimately choosing **Maven TM**. Maven TM's proven track record in delivering tangible results and ability to tailor solutions were the pivotal factors that led Exertis to entrust **Maven TM** with generating leads for their partner-led campaigns.

CHANNEL CAMPAIGNS LED BY PARTNERS

Exertis offers specific marketing assistance to selected reseller partners and **Maven TM** supports these efforts by incorporating demanded and lead-generation campaigns. These campaigns led by the reseller partners can accelerate sales of specific vendor software that resellers already offer. One of the biggest challenges reseller partners face is finding focused time to generate leads. **Maven TM** solves this problem by quickly and efficiently conducting targeted lead generation activities, ultimately filling the resellers sales pipeline with pre-qualified leads from their target market.



We have been working with Maven TM across a number of partner led-campaigns for the last year and have seen fantastic results. They apply such professionalism with each campaign and invest the time to understand each partners offering, USPs and objectives. The ongoing support and reporting throughout and post-campaign have exceeded our expectations.



Christine Lynn
Head of Marketing

MAVEN TM

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HOW MAVEN TM BUILT THE CAMPAIGNS

Maven TM took the time to understand **Exertis'** selected partners' Ideal Customer Profiles and sourced a target audience list to ensure precise targeting for the Lead Generation campaigns. Employing a unified strategy, **Maven TM** integrated calling, strategic email campaigns, and LinkedIn outreach into their lead generation efforts.

To ensure the success of the campaigns, **Maven TM** assigned a team of Sales Development Representatives (SDRs) and marketing experts. These professionals possess the unique ability to engage prospects in industry-specific conversations through various channels; such as **qualification calls, well-crafted email sequences, and personalised LinkedIn messaging.**

Utilising this approach, **Maven TM** has achieved notable success with **Exertis** and partner resellers, effectively securing sales-qualified appointments for the sales team to enhance their pipeline and facilitate sales growth. Additionally, it has contributed to heightened brand awareness as an added value.

ABOUT MAVEN TM

Founded in 2011 by a technology industry sales & marketing veteran, **Maven TM** was established with a clear purpose - to deliver high-quality, advanced lead generation & sales pipeline development services for the B2B technology sector.

Today, **Maven TM** has achieved certification as a HubSpot Solutions Gold Partner, offering high-performance inbound & outbound marketing programs that drive demand and revenue. The company is passionate about representing its clients' brands with pride, knowing they are trusted to deliver measurable outcomes.

RESULTS

of the Lead GEN campaigns has completed

164 **119%**

SALES
QUALIFIED
LEADS
SECURED

TARGET
ACHIEVED

5309 **131**

COMPANIES
REACHED

WEBINAR
REGISTRATIONS

6999 **18%**

TARGETED
LINKEDIN
PROFILES

ACCEPTANCE RATE
*INDUSTRY NORM
10%