

# AUTOMATA

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**CASE STUDY:** MICROSOFT AZURE LEAD GENERATION AND CONVERSION CAMPAIGN



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## CASE STUDY

### AUTOMATA TAPPED TO BOOST CONVERSIONS, GROW PIPELINE FOR MICROSOFT AZURE

**HOSTING, a leading cloud solution provider, needed to convince IT decision-makers in targeted verticals to contract for managed services atop the Microsoft Azure platform. The key issue? Most were already on AWS.**

Automata was one of several lead generation firms considered for the project, which had national scope and included project guidance and budget, approach and results approval from Microsoft itself. With several stakeholders in the mix, as well as a specific funding timeline, Automata distinguished itself with a multi-component strategy, tactical execution and guaranteed results delivery.



**“** *Our Automata lead gen campaign for Microsoft Azure was the most successful in HOSTING history. It was developed and managed precisely to deliver results in excess of expectations. The personal attention from Automata was just what we needed to connect the dots within our own sales organization and with IT leaders nationwide.*

– Brevard Neely, Director of Marketing, HOSTING

#### CHALLENGE

The immediate challenge was clear: **find businesses with Microsoft Azure who needed a firm to effectively manage their platforms.** As the initial results came in, it quickly became evident to Automata that a shift in strategy to **target customers on the AWS platform who would benefit from moving workloads to Azure** was necessary.

#### SOLUTION

Automata leveraged its proprietary **Software at your Service** process to identify, message and convert IT leaders within 200 miles of each of HOSTING's six datacenters. Automata split-tested four different offers, with associated collateral, to find the most compelling messaging for the **multi-pronged email and call campaign.**

## PROJECT MANAGEMENT

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### By the Numbers

**3000 individual contacts** with designated titles and buying authority

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**1200 companies** matching the HOSTING-designated ICP

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**34% average open rate** on top performing campaign email

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**12x conversion rate** of past lead generation campaigns

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**45% higher win rate** than past lead generation campaigns

**“** *Unlike our experiences with other lead gen agencies, Automata took the lead in creating the messaging, delivery framework and scripts – and pivoting when our initial strategies failed to meet expectations. Our workload was dramatically decreased and our results dramatically increased.*

– Rick Moore, Vice President of Client Services, HOSTING

## WHY AUTOMATA

With multiple campaigns running simultaneously, the client needed an agency that could hit the ground running with only the basics of a campaign sketched out. Automata was chosen for its end-to-end approach to campaign management, white-glove service delivery and the ease of its unique demand generation and conversion model.

## RESULTS

Automata converted leads at 12 times the rate of past campaigns of similar scope. And those appointments closed with a 45% higher win rate. Sales was impressed with the quality of appointments booked, marketing was impressed with the collateral, finance was impressed with the cost, and the C-level was impressed with the revenue.



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