

Project X

An integrated multichannel campaign leveraging our global analyst relationship to influence brand credibility and generate new sales pipeline.



Background

As COVID-19 forced the nation into lockdown, businesses of all sizes adjusted. HERE Technologies was forced, like many others, to make cuts to shore up essential operations and workforce. As is often the case, marketing budgets were first to be cut resulting in high-impact marketing events being deprioritized. However, during this economically depressed period, we still needed to generate value for our customers, and create new leads to drive our revenue.

Strategy & Execution

Collaborated with:

Frost & Sullivan and ABI Research to drive customer value and generate new leads

Target industries:

Transport & Logistics, Retail, Automotive and Public Sector

Co-marketing campaign:

Included four webinars, eBook and blog post series, and co-sponsorship of F&S's Intelligent Mobility virtual summit

Timeline:

May to Dec 2020

Results

Overall, Project X generated double-digit, multi-million Euros in lifetime revenue (LTR). The program achieved a significant ROI – influencing 80% of our Asia Pacific sales pipeline targets and helped exceed our marketing driven sales pipeline targets for 2020.

80%

Webinar attendance

8/10

Attendee satisfaction score

85x

ROI

2000+

News leads

500

Companies from 15 countries

>350

Times eBooks downloaded

"In the sea of pandemic-impacted initiatives, Project X stands out as a valuable go-to industry resource."

Marina Arbusova, Product Management, BMW Thailand

