

# B2B Software & Services

CASE STUDY COLLECTION

# Ironpaper is an **absolute machine** of an agency.

They are as creative as they are strategic, and they will be my go-to agency for the next website I build and the next heavy lifting from a content studio that I need. They are so collaborative and easy to work with. They keep chaotic projects organized, all while maintaining a great attitude.

They are bright, professional, and completely engaged. Their finger is really on the pulse of what's happening now in lead generation and best practices for SEO and site building. I recommend them incredibly highly!

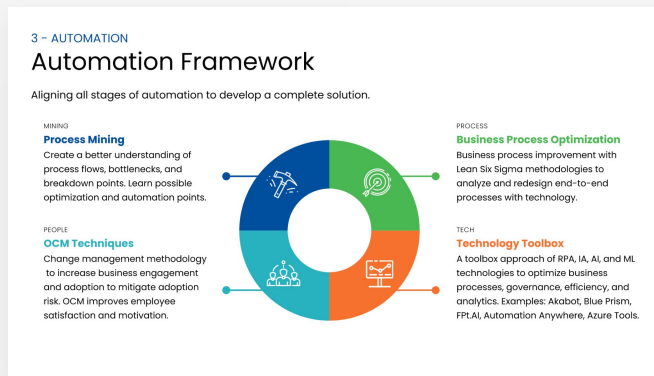
**Hayley Dercher**, Head of Marketing at Mobilewalla

# FPT Software

FPT Software is a global technology and IT services provider headquartered in Vietnam, with 22,500 employees in 26 countries. To help FPT's Americas Division **increase awareness, drive qualified lead generation, and activate scalable, automated marketing**, Ironpaper:

- Defined the FPT buyer and **categorized 350 FPT content pieces** to understand how they fit into the buyer's journey
- Devised strategies for SEO and **created buyer-focused messaging** for social media, content marketing, and paid campaigns
- **Optimized HubSpot automation processes** to streamline forms, templates, email nurturing and audience segmentation.

Early email marketing efforts also had an immediate impact, boosting event engagement and streamlining manual sales outreach.



**50%**

Increase in email open rates within three months

**219%**

Increase in email click through rates from 0% to 2.3%

**6x**

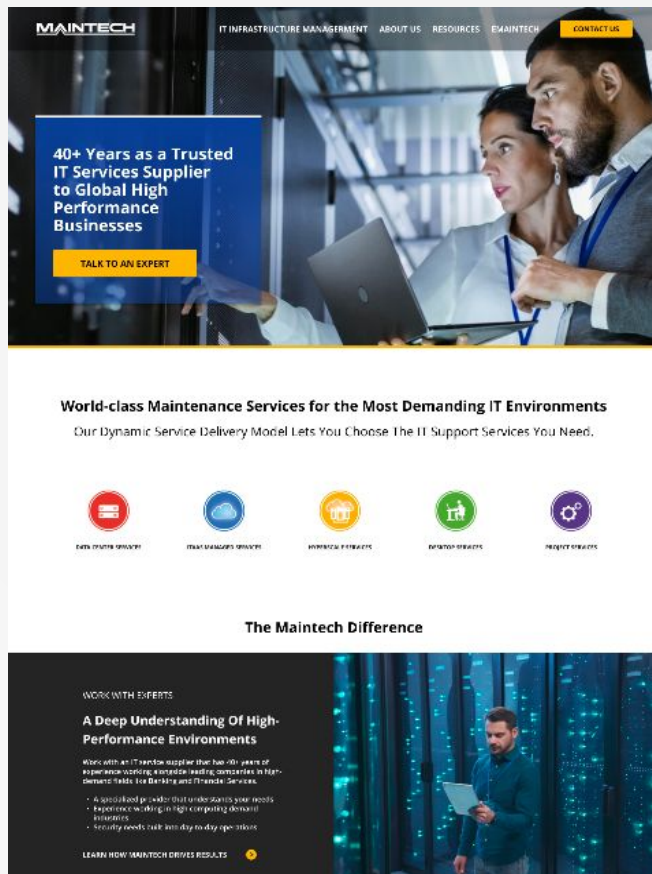
Amount unsubscribe rate was cut (down to .58%)

# Maintech

Maintech is a B2B IT support company that serves a global market of medium and large enterprises. When they came to Ironpaper, their marketing and sales development practice was underperforming, and **Maintech needed a way to differentiate itself.**

Maintech relied on legacy practices like cold calling to generate leads. Their leadership saw an opportunity for inbound lead generation to keep the funnel filled and scale to a new audience of IT managers and decision-makers at the enterprise level – but first, the 50-year-old company needed a way to **stand out and present unique value.**

Ironpaper helped Maintech identify differentiators and boost lead generation and nurturing. In 10 months, **the company built thought leadership and SEO authority, gaining a stream of consistent, qualified leads.**



507

Qualified leads generated over 10 months

1,928

Additional website visits driven from Ironpaper efforts

68%

Highest conversion rate from Ironpaper content piece

[READ THE COMPLETE CASE STUDY HERE](#)



# Peak Process Group

Peak Process Group is a small operational consulting firm dedicated to improving process efficiency, leadership skills, and business agility. Peak was looking to **grow the business and reach new customers.**

Ironpaper has supported this with:

- **Gated content** which generated **105 leads** on LinkedIn, at an average **CPL of \$30.17**
- **Keyword-focused content** to attract organic, inbound leads
- **PPC Ads** (Google and Bing) which generated **20 leads** at an average **CPL of \$80.79**

In the first 6 months of the engagement, Ironpaper helped Peak build a content strategy, generate leads, improve SEO and reach new audiences, and strategize scalable website and HubSpot functionality to support future business growth.

To achieve employee buy-in, leadership must convey the business strategy, along with the role that each department plays by:



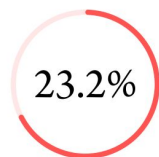
Presenting a clear, compelling picture of how your strategy affects the bottom line



Communicating regularly and through multiple channels



Using a creative approach to keep everyone engaged



**of businesses** cited a lack of leadership understanding and buy-in as the top critical challenge to achieving operational excellence.



PEAK PROCESS GROUP

## MSPs Need a More Efficient Service Desk.

DOWNLOAD EBOOK

**16.5%** Conversion rate on gated content

**217** Improvement in Google Ranking on Key Terms

**132** MQLs across six months

**105** Leads generated on LinkedIn at \$30.17 CPL

# ACLIVITI

ACLIVITI provides advisory services to companies that need to optimize their contact centers and customer experience. Ironpaper helped ACLIVITI create scalable sales and marketing by:

- **Optimizing SEO** across the website to increase visits by **407%**
- Implementing a **social** strategy of regular posts for a **3x engagement increase** on LinkedIn company page.
- **Building consistent branding and messaging** enabling ACLIVITI to build authority and trust across a long sales cycle.

Defining ACLIVITI's audience and focusing on the value of understanding buyer pain points has supported a faster sales cycle, more leads, and longer-term relationships with CCaaS vendor sales executives for future referrals.



## See your CCaaS deals through to the finish line. ACLIVITI can help!

What if you had an experienced, trusted partner with a proven methodology to support:

<b>ACLIVITI improves the CCaaS sales process by providing:</b>	<b>What can ACLIVITI do for you?</b>
 Knowledge	• Close the deal
 Alignment	• Keep customers happy
 Communication	• Offload the day-to-day
 Strategy	• Prove your value

### The APEX Methodology

A proven framework for guiding businesses successfully through a contact center transformation.

**A** **Analyze:** Accurately assess existing contact center processes, technologies, and solutions.

**P** **Plan:** Create custom, results-oriented decision criteria to drive CCaaS transformation strategy.

**E** **Evaluate:** Manage the vendor bid process across critical evaluation metrics.

**X** **eXecute:** De-risk transformation to minimize disruption and improve time-to-value.

**Contact ACLIVITI today** to learn more about how a partnership can make your customers happier — and your life easier!

ACLIVITI.com  
info@ACLIVITI.com  
312.281.2673

# 60+

Qualified leads generated in 2022

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# 407%

Increase in web traffic

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# 50+

Sales enablement / content pieces upgraded to new brand standards

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# 3x

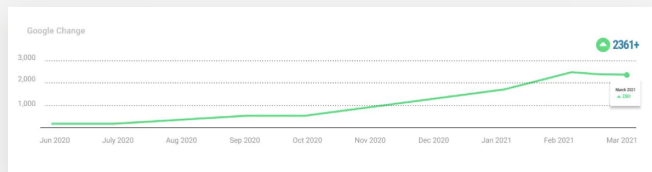
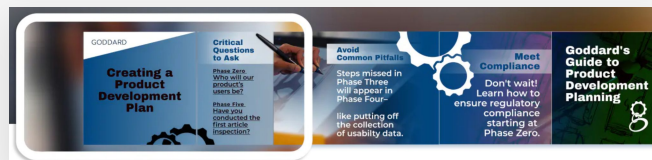
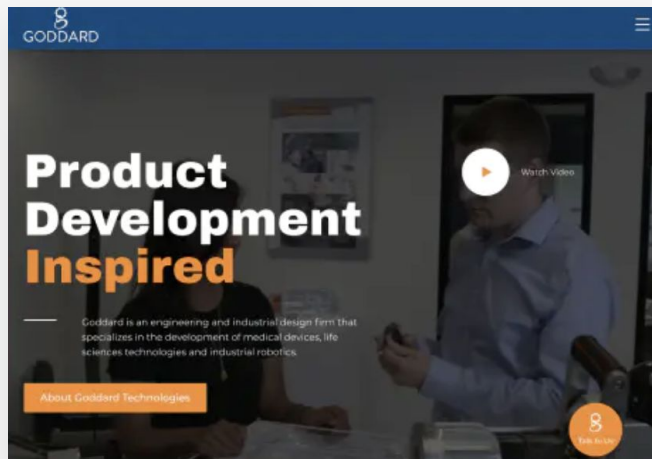
Increase in social engagement on LinkedIn company page

[READ THE COMPLETE CASE STUDY HERE](#) →

# Goddard

Goddard designs medical devices, life sciences technology, and industrial robotics for their clients. While they had solid website traffic, **lead quality was low and they were seeking higher value relationships** – something that had been hard to generate in the past. We helped Goddard achieve its goals by:

- **Improving on-page and technical SEO**, using pillar pages and keyword-focused blogs
- **Culling unneeded pages that generated unqualified leads**
- **Redefining the ideal customer profile**, for more effective targeting, focusing on a niche group of buyers to address their needs on a deeper level
- **Developing a content framework to drive buyers through the digital buyer's journey** using HubSpot



**\$42.11** Cost per lead on LinkedIn, vs. \$75 industry average

**2,361** Increase in Google search rankings for relevant terms

**\$3.5M** In sales opportunities influenced for Goddard

Not only has Ironpaper helped us build our marketing strategy, they've also **backed everything up with data**. Their frequent reporting and metric-tracking have really helped us **understand how to market to our target audience**.

Sarah Faulkner, Marketing Director

# Mobilewalla

Mobilewalla is a third-party data provider that used to rely on in-person events for the bulk of their leads. Ironpaper helped them **triple the value of the leads in their pipeline** by:

- **Shifting to a digital strategy** that focused on driving quality leads to online conversion points
- **Zeroing in on the most productive marketing channels** and addressing their ideal customer profiles with targeted content to improve the quality of the leads entering the funnel
- **Creating compelling, buyer-focused messages** that focused on the pain points of buyers in the highest-value industries they serve

With messaging changes and a focus on digital lead generation, Ironpaper empowered Mobilewalla to close bigger deals and secure more recurring revenue.

mobilewalla WHO WE SERVE SOLUTIONS INDUSTRIES RESOURCES ABOUT US TALK TO A DATA EXPERT

## Unlock the power of your AI

Make your AI smarter with high-quality, privacy compliant consumer data and predictive features from Mobilewalla.

Solutions For Lending Solutions For Telecom

**You don't know, what you don't know.**

First party data alone cannot give you what you need to understand, model, and predict consumer behavior. Mobilewalla data gives you the breadth, depth and scale necessary to build more accurate predictive models and drive business decisions based on deep customer insights.

**With Mobilewalla You Can**

- [Enrich your existing data for a more complete view of your customer](#)
- [Incorporate more diverse sources of data to better understand customer context](#)
- [Use packaged features to improve your predictive modeling process and outcomes](#)

New Account Acquisition and Retention Risk Modeling Best Product Recommendations

**199%** Increase in the value of deals from 2021 to 2022

**318%** Increase in the value of recurring subscription deals

**62%** Of leads came in digitally vs 6% two years before

**\$1.5M** In marketing attributed closed won deal value

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Hayley Dercher, Head of Marketing

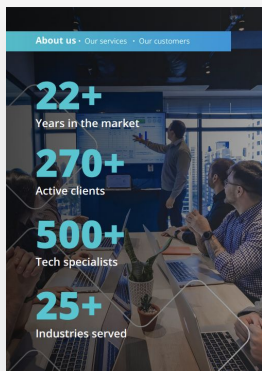
# e-Core

e-Core was already a recognized name in Brazil when they came to Ironpaper for a strategy to expand into the North American market.

To do that, Ironpaper helped e-Core build **brand awareness** and **leverage partnerships** with leading companies including Google Cloud and Atlassian. We also helped them generate North American leads with:

- **Gated content about core offerings** including software development and cloud
- **Event promotion** for e-Core Connections 2021 and 2022
- **Engaging content across the entire buyer's journey** via web, email and one-on-one sales communications

Today Ironpaper is an extension of e-Core's team, providing strategy and execution for all North American marketing and sales activities.



**About us**  
Who we are

**Evolve** with e-Core.

We are a consulting and technology services partner focused on **digital innovation** and **business transformation**.

e-Core is a trusted technology partner that works with customers to **unlock the value** of technology investments.

Leverage our **expertise and proven methodology** to improve internal processes, or access hard-to-find developer talent to build custom software solutions on your behalf. e-Core offers consulting and software development services to improve **agility and speed-to-market** with innovative solutions.



**33**  
Deals closed/won in North American market

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**\$500K**  
Average revenue per deal

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**62,287**  
MQLs in 2022

**“Ironpaper is truly a **one-of-a-kind agency**.  
Their team goes above & beyond to ensure  
they meet the needs of their clients.**

We operate with a lean business development team and their expertise complemented our existing group perfectly. Ironpaper truly feels like a part of our team... And most importantly, their work has helped us to turn our website and social media accounts into a **lead generation machine**. I would recommend Ironpaper to anyone in need of marketing support without hesitation.”

**Sarah Faulkner**, Marketing Manager at Goddard

# Thank you!

Reach out to your salesperson with questions or if you would like to discuss these results further.