



Anderson Baillie's Intelligent Lead Development approach helps Packeteer, the global leader in WAN Traffic Management to See More, Get More and Experience More.

Packeteer is the pioneer and global leader in WAN Application Traffic Management. Their solutions combine a family of scalable appliances with patented software capabilities to deliver unmatched visibility, control, acceleration and management of application traffic across WAN and Internet links. These solutions help align network and application resources with the priorities of the business, optimising performance and reducing operational costs in the process.

Intelligent Lead Development

Adopting strong issue based propositions to drive interest and interactions into target accounts.

For a full overview of our ILD programmes visit www.andersonbaillie-projects.com

Packeteer approached Anderson Baillie with their requirement for an EMEA based lead generation campaign based on their abilities to offer strategic marketing consultancy, as well as the services of a fully integrated marketing agency.

After a successful initial consultancy period with Anderson Baillie, Packeteer opted to develop their lead generation campaign using Anderson Baillie's Intelligent Lead Development approach.

The campaign messaging and branding, "See More, Get More and Experience More from your networked applications" and its subsequent sub-messages were created from a series of messaging workshops, held to uncover the real business benefits of Packeteer's offering to the target audience.

These message were then developed into highly creative direct and electronic direct mail elements, which were very well received. The campaign was further strengthened by a strong call to action driving the audience to a highly informative campaign microsite. Site users were then able to download white papers and case study information around the Packeteer solution and were also invited to take part in the Application Performance survey, which acted as a tool for Packeteer to help differentiate their thought leadership status in this market space.

The site set-up enabled the client to see online results of site user activity, in order to help their sales teams identify the hot campaign leads and maximise the follow-up to the campaign microsite users.

The lead generation campaign was further strengthened by dedicated telemarketing activity to the senior decision maker audience across the European region and was also supported by web and print advertising in the leading publication within this space, which provided additional leads and traffic to the campaign microsite.

The campaign results proved highly successful, with a total response rate of 11% across all mediums.

Based on the success of this initial campaign Anderson Baillie are now continuing to work with Packeteer in developing further campaigns for the EMEA region.

“Anderson Baillie have provided a highly successful, on-target and creative campaign which can only strengthen our presence in this sector.”

Roger Hockaday, Director of Marketing, EMEA, Packeteer



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