



CASE STUDY

How RDIGS Helped a Unified Communications Platform Provider Drive Growth with Multi-Channel Marketing



Overview

A leading Business Communication & IT Support SaaS company, specialising in remote work tools for collaboration & IT management, acquired a cloud- based Unified Communications & Collaboration (UCC) solution. This new offering integrated voice, video, and contact centre applications to cater to businesses of all sizes. Their goal? Rebrand, launch, and establish a strong market presence by engaging prospects early in their buying journey.

Target Audience (ICP)

- **Job Function:** Information Technology
- **Job Level:** Non-Manager & Above
- **Employee Size:** 10 to 1,000
- **Industries:** Any (Except Telecommunication)
- **Geography:** USA & Canada
- **Contacts Per Company:** 1

Challenge

The company faced a dual challenge: raising awareness for their UCC solution while also ensuring their sales team was engaging with the right prospects at the right time. They needed a demand generation strategy that could:

- **Validate interest** early in the buyer's journey.
- **Capture key decision-making** insights to enhance sales conversations.
- **Drive high-quality leads** that convert into revenue.

Solution

We developed a two-tiered lead generation approach tailored to capture high-intent prospects:

Market Qualified Leads (MQLs)

To ensure we identified genuinely interested prospects, we designed the MQL campaign with four custom qualifying questions:

- Authority in the decision-making process.
- Line count required for their phone systems.
- Name of their current service provider.
- Usage of a specific tool.

Each call concluded with a seamless callback statement specifying the sponsor of the content, ensuring a smooth transition for follow-ups.

Sales-Ready Leads (SRLs)

For deeper qualification, our SRLs included BANT (Budget, Authority, Need, and Timeline) criteria, along with additional intelligence:

- Type of system currently in use (on-premise, cloud-based, or hybrid).
- Key features prospects were seeking in a new system.
- Line count requirements.
- Name of their current service provider.
- Current costs (if disclosed).

This deeper insight equipped the sales team with meaningful data to drive high-impact conversations and close deals faster.

Execution & Results

The leads were generated using a multi-channel approach:

- **Top-of-funnel:** Email and programmatic display ads were used to capture initial interest.
- **Lower-funnel:** Our in-house telemarketing team engaged with prospects to validate intent and drive conversions.

The client initially allocated a **\$40K pilot budget**, which we strategically distributed:

- 700 MQLs
- 250 ABM Leads
- 20 SRLs

We tested three assets and quickly identified that two performed significantly better. Optimising our approach in real time ensured strong engagement and lead quality.

Scaling Up Mid-Campaign

By Week 3, the client, impressed by early results, asked if we could **scale up by an additional \$20K** while maintaining lead quality. Thanks to our streamlined processes and experienced team, we seamlessly absorbed the increased budget and delivered at the same high standard

Client Feedback & Expansion

The client was thrilled with the results. Here's what they had to say:

Email from the Client:

Great news! I just spoke with my manager, who gave me the green light to keep both campaigns active through Q3." "Here is what one of our Sales reps sent to us earlier this week: 'This marketing campaign is great! I'm 3 for 3 on the last few that I've called, as they're interested and looking.'

Thanks to our strategic execution and proven results, the client **expanded their budget to \$153K for Q3**. This success laid the foundation for a long-term engagement, with their total annual spend growing to \$1.8 million.

Key Takeaways

Optimised Lead Qualification: Our structured MQL and SRL approach ensured high-quality leads, leading to stronger engagement for the client's BDR team.

Agile Campaign Execution: By quickly adapting to insights from initial testing, we ensured optimal performance throughout the campaign.

Scalable Growth: Our ability to scale seamlessly led to increased trust, larger budgets, & long-term client retention.

Final Impact

What started as a **\$40K pilot programme** evolved into a **\$1.8M annual partnership**. By leveraging precise targeting, strategic lead qualification, and agile execution, we helped the client not only launch their UCC solution but **dominate their market** with a steady pipeline of sales-ready leads. Looking to drive demand and scale your revenue? Let's talk.

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To Learn More About Our Services

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