



Proven Intelligence to Help You Acquire
Large Volumes of New Customers Profitably

Blackberry Lead Generation

Background

BlackBerry sells a wide range of communications products, including Business and IT Solutions.

Situation

BlackBerry had been told by other agencies that volume desired at goal CPA was not achievable. Goal was 500,000 leads of identified “small businesses”.

Take-Away

Effectively work within a highly competitive BtoB environment to drive high volume of qualified leads within an aggressive CPA goal.



Solution

We created a multi-tactic approach and arbitrated variable lead costs to achieve the stated goal:

- Partner-hosted sign-ups
- Display ads
- Email

Results

Target volume and CPA goal achieved. Leads highly qualified resulting in strong conversion rate.

What We Learned and How it Benefits Other Clients

We learned how to manage arbitrage situation to generate large volumes of leads in highly competitive B2B space.

More Content That Might Interest You:

- Pedigree case summary at: <http://V3A.acquirgy.net>
- Just For Men Online Display case summary at: <http://V3B.acquirgy.net>

Questions or Comments on This Case Study?

- Contact Irv Brechner, EVP Corporate Communications
- irv@acquirgy.com, 732-321-1924

To Learn More About How We Grow Our Clients' Businesses:

- Contact Linda Chaney, SVP Business Development
- lchaney@acquirgy.com, 727-576-6630, Ext . 158

About the Acquirgy "Customer Acquisition IntelCenter"

Get your head around acquiring customers in the digital age with valuable and important content written by experts who have produced tens of millions of customers worth billions in revenue, offline for 30+ years and online since 1996. Major areas of the IntelCenter include "Nuts & Bolts" (Green Papers, Executive Briefs), "Millions & Billions" (Cases, Testimonials), "Winner's Circle" (Creative That Sells), "Points of View" (Key Stat Analyses, In the Trenches, Blog) and "News & Milestones" (New Clients/People, Published Content). Get your share of important acquisition intelligence at:

<http://www.acquirgy.com/intel>.

About Acquirgy

Acquirgy (www.acquirgy.com) is an Acquisition Marketing Agency developing and executing accountable marketing programs driven by immediate and measurable response metrics across all digital and traditional platforms. Proprietary tracking systems integrate all transactional media, logistic and response data from all platforms to optimize client profitability.