

COMPANY PROFILE



Serving a diverse client pool including Boeing, Hitachi, Seagate and Vodafone, E2open is the leading provider of multi-enterprise value chain solutions. E2open's SaaS (software as a service) solutions improve profitability for its clients and increase business value on multiple levels by aligning customer demand with product supply for increased revenues, higher margins and greater cash flow.

A Rifle for Elephant Hunting

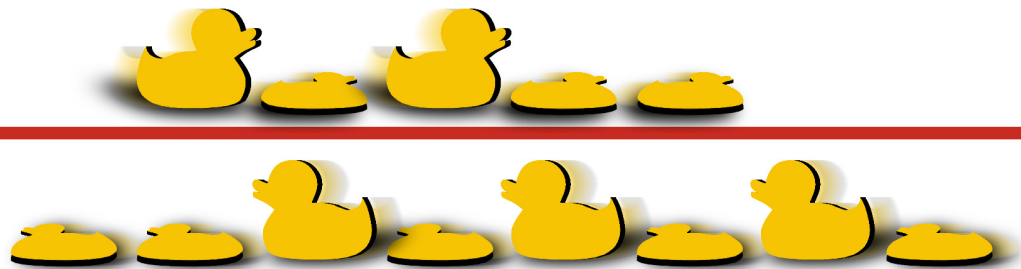
"We're out there hunting elephants," says Terry Hunt, director of marketing programs for E2open, describing the difficulty marketers encounter when their targets are mega-sized and very few. Like a lot of companies, E2open's elephants are of the jumbo variety: Fortune 500 companies. Harder still are the contacts they must engage: difficult-to-find supply chain Directors and difficult-to-reach VPs and CxOs. "We needed to shake the tree harder to get these individuals to respond."

E2open successfully employs traditional outreach methods for lead generation: email and online marketing, targeted webcasts and other "meeting maker" tactics for prospecting. But cracking the big accounts—and also moving sales leads through the conversion funnel—was proving to be an uphill battle. SimplyDIRECT offered a guarantee to get into E2open's target accounts, engage management-level contacts, and do so with high rates of penetration.

Fortunes Found only in the Fortune 500

Though it was proud of its sophisticated and quite forward-thinking marketing methods, the company needed to move beyond just blasting out marketing communications to standard account contacts. "Our lists were both incomplete and getting tired. We gave SimplyDIRECT what we had and they refreshed contacts, added more, added emails, and more," Hunt recalled. "They didn't blink an eye when accepting the challenge to hit the bull's eye."

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Three-Phased Approach

Since the database is the starting point in all direct marketing campaigns, the first step was when SimplyDIRECT's performing data hygiene on E2open's list, and the re-freshing or adding 2,200 "clean" contacts, all at senior levels and all deeply involved with their company's supply chain strategy and execution. "Just making it to the list pre-qualified them," Hunt explained. SimplyDIRECT is a recognized leader in building precise lists for B2B marketing departments.

The second step was designing a survey which would engage and further qualify these supply chain executives. SimplyDIRECT offered a Columbia® fleece jacket as an incentive for survey participation, a \$60 value, and handled all survey invitation deployment, lead processing and incentive fulfillment. "The survey performance was amazing," said Hunt. "130 responded to the campaign, a response rate of 6 percent. With the outstanding quality of the leads and the fact that we exceeded our quantitative plan by more than 25%, SimplyDIRECT surpassed my expectations. It helped us engage strategic buyers and elevate our discussions to the next level." One qualified prospect, who indicated on the survey that a definitive and near-term supply chain initiative was pending, asked an E2open rep to call him immediately.

"Another lead, from years back and considered dead, took the survey and wanted to know what was new at E2open. This process breathed new life into our database."

Nurturing with Results

The critical third step was creating content for use in nurturing the leads. A Pulse Report was created, graphically displaying the target accounts' collective answers to the survey. Hunt says, "This positioned E2open as a thought-leader, and gave us a reason to have a substantive conversation with a new prospect or reopen doors with prospects that were previously closed. It proved a phenomenal tool for my sales teams; reps could tweak their conversations with C-level execs based on pain points, and help pull people through the pipe."

Eventually, the results would make any elephant-hunter proud. "I believe in over-the-top," said Hunt. "SimplyDIRECT got us into 8 of 13 high-priority accounts. That's a 62% penetration rate. We were able to have conversations at senior levels and ultimately reset revenue forecasts with a newly fortified pipeline."

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Corporate Profile

Founded in 1996, Boston-based SimplyDIRECT is a marketing services firm that helps clients identify, engage and qualify prospects with maximum precision.

The company offers three core services:

1. Custom contact database development
2. Opt-in, executive-level lead generation
3. Cleansing and updating of client databases

Clients Include

Akamai
American Express
BearingPoint
Computer Associates
Dun & Bradstreet
E2open
Genesys
IBM
MarkMonitor
Perot Systems
Veracode
Workday

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