

# The Apperian Success Story



**Company Profile** Apperian is the industry's top mobile application management platform and enterprise app store. The platform has helped IT and lines of business secure and distribute more than 1.7 million mobile apps to users through private, branded app stores with an instant-on solution.

**Corporate Profile** Boston-based SimplyDIRECT supports sales and marketing teams by engaging key contacts within their clients' target accounts and generating detailed profiles about their needs.



## Refining a target market

Apperian's Jonathan Burg, Senior Director of Marketing and Customer Acquisition, is tasked with driving significant pipeline growth while refining the company's strategic direction. Although Apperian was confident in its general knowledge about customer characteristics, Burg required an even deeper understanding in order to more effectively drive future marketing efforts.

Developing content based on customer and market insights was key to both that understanding and developing materials that would truly resonate with the audience. "Given the multiple points of value possible," Burg says, "there was no question that SimplyDIRECT was the way to go."


SimplyDIRECT's survey-based programs are designed to engage specific contacts within particular target companies. SimplyDIRECT guarantees the number of completed

surveys and produces a Pulse Report based on analyzing the survey's responses. These insights can then be used to generate media interest, turn into blog posts or e-books, or send to relevant customers as part of an email newsletter.

## Optimization on deck

Apperian kicked off its SimplyDIRECT campaign by holding an internal workshop with key company executives, brainstorming hypotheses about their customers and what type of insights they wanted to learn. This led to a list of potential questions, which SimplyDIRECT spun into a brief, 10-question survey.

"They helped us reword and optimize the questions in a way that would get the highest level of response," Burg says. SimplyDIRECT then built a database according to tight specs—kinds of companies, types of executives—also derived at the workshop that Burg ran.



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## SimplyDIRECT offers three core services:

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

# simplyDIRECT

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### Powerful insights

SimplyDIRECT then deployed the survey, called Enterprise Mobility Management Strategy, into the accounts developed by SimplyDIRECT. Using email, SimplyDIRECT was able to engage just those executives whose job role involved mobility strategy and whose responses would lead to insights about Apperian's market. The result was, as guaranteed, 100 completed surveys.

In addition to the contacts generated, the intelligence derived from the survey led to the development of a research report, which Apperian used to leverage significant press coverage. As publications cited the report, news readers were linked back to the Apperian site, making the report a powerful inbound tool for future customers.

Burg also used the original database developed to drive interest in a webcast about mobility trends. About 300 people signed up for the event, and he notes the

engagement rate for meeting with those contacts has been high. By integrating the report and the webcast into Apperian's social media channels, the company received even more attention

### Fresh approach

Apperian was amazed at the value it received from the campaign. The company's original goal of gaining a deeper understanding of its market was met, along with 100 leads, and content that proved to be buzzworthy.

“Without SimplyDIRECT, it would have taken us a longer amount of time to collect the data, produce quality content, and use it to our advantage,” Burg says. “SimplyDIRECT allows us to harness content that's very relevant and useful for our customers. I love their approach, and I love how it's helped me to be more savvy in my program.

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13+ Earned Editorial Articles

1000+ MQIs Generated

75% Greater Conversion Rate vs. Average

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