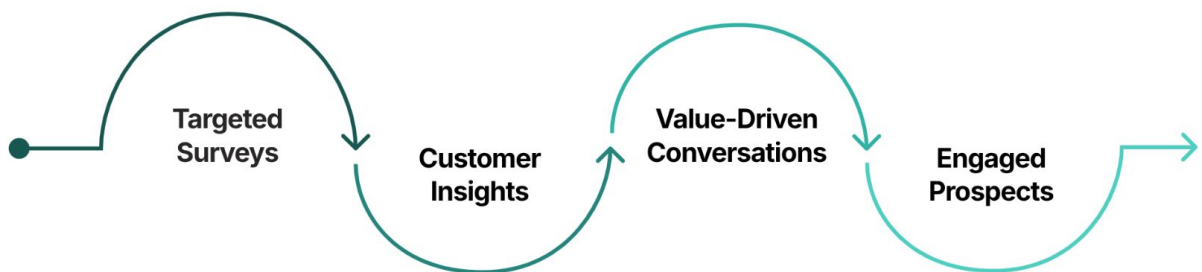




How Strategic Research Surveys Unlock Engagement with Cold Prospects

Using Survey-Based Demand Generation to Transform Cold Outreach

Engaging cold prospects remains one of the most challenging tasks in a B2B outbound calling campaign. Traditional cold calls and generic emails often fail because they lack relevance and don't warm the audience. A more compelling approach involves using [survey-based demand generation](#) marketing to transform cold outreach into a meaningful, value-driven conversation. Companies like SimplyDIRECT have perfected this demand generation research methodology, and their results offer powerful evidence.



The Case for Using Research Surveys to Open the Conversation

One of the greatest advantages of using research surveys early in the outreach process is that they naturally “warm up” cold leads. Instead of starting your relationship with a pitch, you begin by inviting executives and decision-makers to share their perspectives. This subtle shift, from selling to listening, makes the interaction feel less transactional and more respectful of the prospect's expertise. It's not about asking for time or a demo; it's about asking for their insight—something many professionals are eager to offer.

Furthermore, customer research surveys provide actionable insights that enhance your follow-up from basic to highly personalized. SimplyDIRECT's strategy combines contact data validation targeted survey questions, enabling you to move beyond outdated or poorly understood contact lists.

For example, in its work with Oracle, SimplyDIRECT not only verified titles and roles within key accounts but also designed survey questions to discover: What marketing automation tools are in use? How satisfied are the users? What initiatives are planned? This process allowed Oracle's sales team to engage in warm, insight-backed conversations rather than relying on blind cold calls.

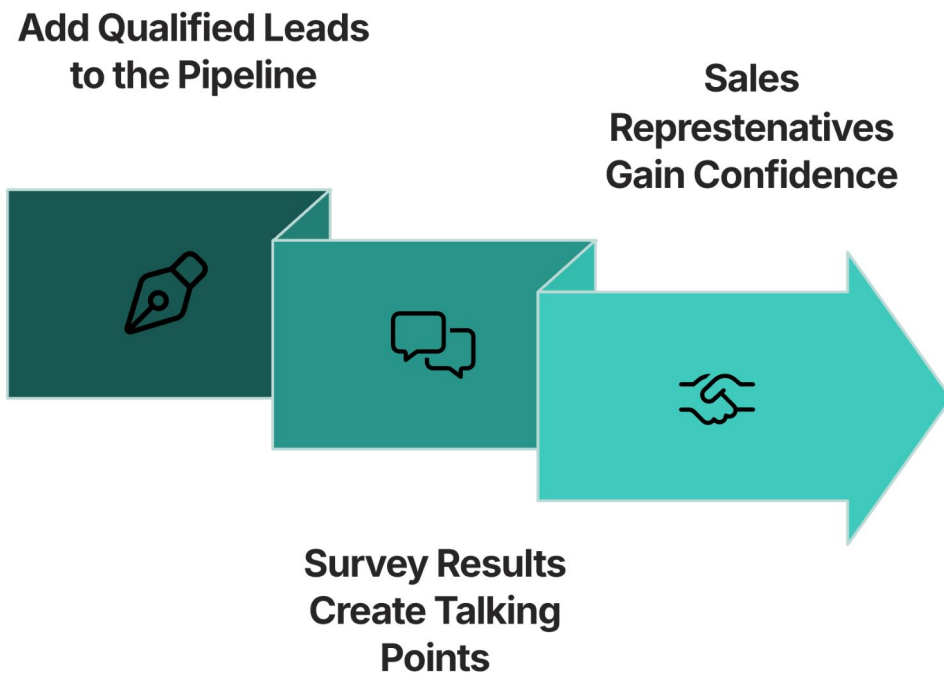


Leveraging the Power of B2B Market Surveys

The survey-based approach delivered measurable results for Oracle. First, it helped add well-qualified, senior-level sales leads—mostly director-level and above—straight into the pipeline.

Second, the survey results served as a rich source of talking points during outreach. Sales cycles accelerated because initial calls started warm, not cold.

Third, sales reps gained confidence because they were armed with context and relevant sales intelligence, which was a linchpin in enabling Oracle to expand into conservative, enterprise-level industries.



Best of all, the research surveys themselves generated collateral and insights that extended value beyond the initial outreach. Respondents often shared how they preferred to be contacted, setting expectations for future engagement. Oracle was able to nurture relationships with not only decision-makers but also influencers, dramatically improving the probability of success in complex deals.



How SimplyDIRECT's Survey-Driven ABM Converts Insights Into Pipeline Growth

SimplyDIRECT's [B2B account-based marketing strategy](#) showcases how survey-based programs offer three key benefits: they warm up outreach, enable personalization, and position your brand as a thought leader through the content and insights derived. To illustrate, Oracle tracked several key metrics, including the number of accounts added to their sales pipeline, opportunity value, and profiles of targeted companies. After the survey campaign, Oracle not only survived but also thrived—uncovering new significant opportunities, re-engaging previously lost customers, and increasing both confidence and conversion rates

How Survey Results Kickstart Meaningful Conversations

From a broader perspective, using survey campaigns reframes the first touchpoint, positioning you not as a pushy vendor, but as someone eager to learn from your prospect's experience. It's an empathetic approach with practical benefits: accelerated prospect engagement, better lead qualification, and creative content marketing ideas.

The Oracle case demonstrates how well-crafted research surveys can do far more than collect accurate prospect data—they kickstart meaningful conversations, drive efficient pipeline growth, and inform content that fuels ongoing B2B marketing initiatives.



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Scan the QR or [click here](#) to participate in SimplyDIRECT's Trends in Marketing Survey!

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