



Case Study Information

A privately held company headquartered in Los Gatos, California is the first online subscription service provider for B2B magazine publishers. The company has grown to be the most sophisticated source of content for professionals in over 33 industries with an extensive reach through thousands of B2B partner sites worldwide, publishing on behalf of the world's largest and most influential companies. The library is the #1 resource for professionals to access free research, white papers, reports, case studies, magazines, and eBooks.

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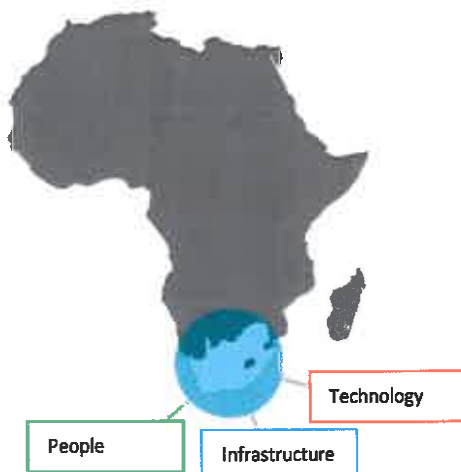
www.icontactbpo.co.za

Challenge

To get eligible Professionals within their relevant industries to sign up for a free membership and enjoy unlimited access to a

B2B resource library,
including:

- The newest research and publications emailed directly to you.
- A personal library to save resources.
- Free eBook offers and professional services.
- On-the-go access to all materials regardless of device or browser.



Numbers



Solution

With direct access to information entered online by a wide variety of industry professionals - their name, company and job title allows Agents armed with detailed information to direct them in obtaining their free and relevant B2B publishing membership.

Outcome

- 126 000 calls generated monthly
- 6 300 industry professionals contacted
- successful conversion of 3150 leads,

Above all have access to their specific industry-related resource library and utilize it by downloading or receiving emails with content of interest.

