



CIENA

How Ciena used personalisation and PIN techniques to drive enhanced lead generation opportunities across EMEA...in just 9 days.



GO GETLEADS™

A Solution from TW Connect

Client

Ciena is recognised as a Global specialist in targeting and curing critical network pain points that impede the growth of organisations. Its expertise is in the area of Global Network Services (GNS) - Cable, Data, Convergence, Compliance and Storage and IT, and it offers a broad mix of product and service primarily to Cable, Enterprise, Government and Telco.

Project Aim

- To create brand awareness and leads for their Wireless Backhaul Solution in EMEA.
- To target key decision makers in Mobile Telecom companies responsible for the roll-out of 3G networks.
- To maximise a limited budget by testing new marketing techniques to improve response rates.
- To reach and engage with profiles that are traditionally resistant to a direct marketing approach

Project Solution

- We created a prospect profiling tool and built a bespoke prospect database (IT and Non IT decision makers).
- We created a stand-out, personalised direct mail pack which contained a personalised PIN number directing respondents to a personalised landing page.
- The landing page was dynamically generated by the TW Connect platform and contained an offer to download a 'Yankee Group' White Paper.
- A follow-up trigger based HTML email was dispatched to non-respondents allowing them the chance to win an Archos AV420 hand held entertainment unit.

Results

- **5.2%** of all recipients logged-on to their personalised landing page within the site
- **4%** registered for the white paper download
- **20%** of the leads registered fell in the A-B category (namely considered 'hot' leads)

CLIENT COMMENTS

'We are very excited to be working with TWC...Out of all the agencies that pitched, they were the only one that could support the metrics of the campaign and clearly relate to the importance of these analytics through their TW Connect service'

Louise Gare
European Marketing Director

ISSUES

- **How can I:** Acquire that prospect with a low COA?
- Profile that prospect to tailor our marketing communications
- Engage with that prospect in a way that will be cost effective and maximise the returns in the shortest possible time?

FEATURES

- Prospect Profiler
- Dynamic website generation based on prospect profile attributes
- Tracking and Reporting using unique PIN (generated by the Connect technology platform)
- Integrated with off-line