Data-Driven Strategies for Targeted LeadGen

ATLAS SYSTEMS

About Atlas Systems

Atlas Systems is a leading IT consulting firm that helps organizations unlock their full potential. Its innovative solutions provide a competitive advantage in innovation, dependability, and speed to market, allowing businesses of all sizes to optimize their workflows. Founded in 2003, Atlas Systems manages IT infrastructure support for Global Fourtune 1000 companies Worldwide. Its ComplyScore and PRIME products help organizations with governance, risk, compliance, and provider data compliance.

Challenge

Atlas Systems has marquee customers within the Financial Services & Life Sciences industry segments and wanted to further expand their level of influence within these segment by targeting other potential accounts. This also warranted the need to reassess the Total Addressable Market (TAM) and redefine their Ideal Customer Persona (ICP), in order to validate their RevOps roadmap.
Also, they were looking for assistance in generating sales-ready leads to boost their revenue

Solution

Clone your Customer

Total Addressable Market

Lead Generation

ResponsePoint's team of data analysts utilized a scientific approach to determine the Total Addressable Market (TAM) and identify high-potential accounts with firmographic relevance to Atlas Systems' existing prominent customers, leveraging their proprietary 'Clone your Customers' process. Additionally, the Human Data Assistants thoroughly researched each of the selected target accounts to pinpoint decision-makers, economic buyers, and influencers aligned with the new Ideal Customer Persona (ICP). The activated lead data was then integrated into a high-touch outreach campaign. Through their omnichannel efforts, ResponsePoint generated over 160 Sales Qualified Leads (SQLs) contributing to a spike in new business revenue. Moving forward, the ResponsePoint Revenue Intel Dashboard enabled tracking of market penetration in relation to RevOps performance.

The ResponsePoint Result

45k Net new accounts identified

175k ICP aligned contacts built

160+ Sales qualified leads (SQL) generated

$5.23M Sales pipeline created

3 opportunities successfully closed

See how ResponsePoint can help you clone your customers for pipeline success!

Book a Demo