



# KoiNet Media

Empowering Marketers With Powerful  
Insights.

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# Case Studies



# Dialpad Case Study

Dialpad is a transformative force in the realm of cloud-based communication solutions, revolutionizing how businesses connect and collaborate globally. Their innovative platform integrates voice, video, and messaging, empowering teams with seamless communication across diverse devices and locations. Dialpad's commitment to modernizing business communications is evident through their user-friendly interface and AI-powered features, fostering productivity and efficiency for enterprises of all sizes.

## How KoiNet Media Helped Dialpad Promote their Tool to Assist Companies In Smoother Communication Solutions

**The Challenge Dialpad faced** the task of introducing innovative communication solutions, needing to show their value to larger companies hesitant about adopting new platforms.

**What We Did**, We analyzed Dialpad's target market and opted for telemarketing and email campaigns. Leveraging our specialists, we reached out to the most promising prospects to showcase Dialpad's offerings effectively and ensure impactful results.

**The Campaign** aimed to revolutionize business communication by emphasizing clarity and effectiveness. Their strategy prioritized flawless execution and targeting the right audience receptive to the importance of their offerings.

**The Result campaign** was a huge success—prospects responded positively, eager to delve deeper into Dialpad's offerings. KoiNet Media and Dialpad crafted a compelling pitch, laying the groundwork for potential success stories in the making. Cheers to more victories ahead!



# The Client.

Industry: Unified Communications

Company Size: 2000 employees

Multinational company offering on-premises telecommunications equipment and cloud-based unified communications.

Public company (NASDAQ), with \$1 Billion annual revenue, recently acquired cloud communications providers.

This KoiNet Media client provides cloud-based voice, contact center, video, mobile, and unified communications solutions for the residential and commercial sectors. It competes with larger companies with on-premise solutions as well as smaller, more nimble cloud-based UC firms.

## UCaaS Vendor Establishes a Sales Pipeline with High-Value Opportunities.

### **The Challenge: Standing Out in a Crowded Market**

Amid fierce UCaaS competition, the client aimed to distinguish itself by emphasizing a comprehensive, single-source communications technology offering, cutting through feature-focused clutter.

**Satisfying The Demand:** To sustain double-digit growth, the communications provider needed a steady stream of qualified prospects to support its extensive direct and channel sales network.

**KoiNet Media- Generating a substantial number of leads with a focus on engaging in live conversations.**

**The Result:** With 11K qualified accounts delivered by KoiNet Media, this vendor achieved a 16% lead-to-sales opportunity conversion rate in the last 12 months



# The Client.

Industry: AI Training Systems

Company Size: 200 employees

AI algorithms are revolutionizing innovation in areas like computer vision, recommendation systems, and Natural Language Processing. After accumulating enough production data for their Machine Learning pipeline, the challenge is efficiently handling this massive dataflow.

Our client addressed this bottleneck by introducing a next-generation chipset, accessible both on-premise and through a SaaS model.

**Increased awareness by 45% for a cloud technology company.**

**The Challenge: Is the Superior Method of Processing AI Datasets Known to IT Leaders?**

The in-house marketing team aimed to expand discussions with mid-tier companies, targeting decision-makers with expertise in AI applications and large datasets. With a substantial investment on the line, the vendor sought to raise brand awareness for their newly commercialized AI model training platform.

**Tailored KoiNet Media's Program for Heightened Awareness.**

KoiNet Media curated content highlighting our client's purpose-built system and SaaS advantages for NLP, recommendation systems, and computer vision. The dedicated data team targeted AI-related roles in mid-sized organizations, using intent monitoring to generate real-time marketing qualified leads for our client's MAP.

**Results:** Engagement Increased Significantly – and Webinar Attendance is Way Up





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