

## COMPANY PROFILE



Advanced Data Exchange provides supply chain integration services that enable businesses to automate data exchange and streamline business processes with all customers and suppliers. Most large enterprises today rely on some form of electronic document exchange to streamline the flow of business documents such as purchase orders, invoice, and other supply chain documents. This may be electronic data interchange (EDI) or extensible markup language (XML) or other formats entirely. Typically, these are complex and expensive systems, well beyond the capabilities of most companies to purchase and install. ADX provides an outsourced 'any-to-any' translation and transportation service to solve those problems, so companies are able to connect to any customer or supplier easily and inexpensively.

## Marketing Challenge

ADX has a direct sales force requiring a steady supply of leads in order to drive company revenue. Like most companies, ADX has tried different lead generation methods, with varying results, to augment an internal telemarketing team. These included postal direct mail, direct email and web seminars. All, however, suffer from the same drawbacks, including low response rates, and responders who "self-select" based on their interest in the offer rather than the company's service, and high costs to execute these campaigns. ADX even contracted a well-known appointment-setting firm to deliver 50 appointments with VP and C-level executives. Armed with a list of target companies and buyer profiles developed by ADX, the firm delivered appointments

## Better Information Value

Another drawback of these lead generation methods was their low information yield. As a company with a long sales cycle, ADX's sales people require detailed profile information on each "suspect" account. Information such as company size, industry, installed systems, decision maker's names and buy cycle are key to helping the seller focus on the highest probability opportunities. Unfortunately, a typical direct mail response provides only brief information, often requiring the sales person to waste valuable time qualifying the account. At the same time the marketing department gets little or no information for its database to help them profile and nurture leads.

## “ The 915% increase in qualified leads was a staggering improvement. ”

for ADX's sales force as specified. However, the technique had several major drawbacks. First, the firm delivered in-person appointments, and did not allow prior contact for further qualification. Second, setting appointments meant that the cost of travel and lodging were added to the cost of each appointment. Since the leads were essentially unqualified "promises to meet" at \$600 per appointment plus travel expense, the costs were high and the results disappointing.

### Lead Flow Growth

■ ADX   ■ SimplyDIRECT

Leads Generated



“ This has been an unequivocal success. Quite simply—it works. ”

### The SimplyDIRECT Solution

George Scarvelis, ADX's Director of Marketing needed a better way to both keep the sales pipeline full and increase the information value of his leads for follow-on marketing campaigns. In late 2005, Scarvelis enlisted the services of SimplyDIRECT. He found their survey methodology intriguing not only for the detailed information provided on each "suspect" but SimplyDIRECT's guarantee of a specific number of profiles. SimplyDIRECT's "opt in" survey methodology asks suspects to provide valuable information about themselves and product interest that is of high value to the sales and marketing organizations.

“ SimplyDIRECT casts a net and delivers volumes of detailed 'suspect profiles' at a fraction of the cost of the other means. ”

### Results Delivered

Scarvelis contracted with SimplyDIRECT to provide 30 leads per month and immediately started to see results. "We got 90 leads in the first 3 months" said Scarvelis. "To my surprise, 50 were "A" leads that I sent directly to the sales force". The remaining "B" leads—categorized as such because they had no immediate buying plans—were loaded into their lead generation database for follow up. Interestingly, several of them are now in the sales pipeline. "SimplyDIRECT has been an unequivocal success for us," says Scarvelis. "Quite simply—it works". Scarvelis describes the impact of SimplyDIRECT's lead generation program as considerable. Recently he compared ADX lead program yields during comparable periods in 2005 and 2006, and found a staggering improvement.

For example, in the first quarter of 2005, ADX produced a total of 15 qualified leads for its outside sales team. These were produced exclusively through ADX's internal outbound telemarketing program.

One year later, during the first quarter of 2006, ADX produced 137 qualified leads, 95 of which came from the SimplyDIRECT lead program. This constituted a 915% increase in overall qualified leads to sales. Nearly 70% of this total was directly or indirectly attributable to SimplyDIRECT.

"The 915% increase in qualified leads was a staggering improvement... with nearly 70% of these attributable to SimplyDIRECT," said Scarvelis.

### A Valued Partnership

While hot leads are what every sales and marketing organization lives and dies by, the detailed profiles delivered by SimplyDIRECT get plenty of attention by ADX. "The "B" leads are tremendously valuable", says Scarvelis, "We load the detailed profile information directly into our marketing database and continue to cultivate them through telemarketing and follow-on mailers. Many of the "Bs" become sales opportunities." And, Scarvelis says, SimplyDIRECT's value doesn't stop there. "What's really valuable is their professional advice" he says. "These guys live and breathe direct marketing. Often times as I'm contemplating a campaign, they will come up with great suggestions that help me deliver better results to my company. It's a true partnership."



### Corporate Profile

Founded in 1996, Boston-based SimplyDIRECT is a marketing services firm that helps clients identify, engage and qualify prospects with maximum precision.

### The company offers three core services:

1. Custom contact database development
2. Opt-in, executive-level lead generation
3. Cleansing and updating of client databases

### Clients Include

Akamai  
American Express  
BearingPoint  
Computer Associates  
Dun & Bradstreet  
E2Open  
Genesys  
IBM  
MarkMonitor  
Perot Systems  
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