

Corporate Profile

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

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“If a deal doesn’t close, then the marketing program didn’t work,” explains Ken Robinson, Vice President, Worldwide Marketing for Satmetrix. “I’m a sales-driven marketer. Marketing for the sake of marketing is ridiculous.” Robinson has built his professional reputation both on getting results and never being afraid to try innovative approaches.

The challenge for Satmetrix is to intelligently concentrate its efforts on senior executives. “There’s so much interest out there that generating leads is no problem. We can get tons of low-level hand-raisers. That’s great, but it gives you the illusion you have a lot going on,” Robinson says. “At our price point you have to engage much higher in the org chain, such as VP. I only know of a few methods that can consistently qualify at that level.” The Satmetrix solution—which can run into the high six-figure range—is a combination of SaaS software and best practices consulting, designed to help companies generate actionable customer feedback to drive satisfaction, innovation and revenue.



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

Big companies and high titles: This is the rarefied climate where SimplyDIRECT thrives... and what scares away most marketing companies. Their approach has been designed specifically to overcome the barriers to reaching top decision-makers. Using a combination of carefully researched databases (target accounts and contacts), and high-response web-surveys, SimplyDIRECT guarantees the response rates to its campaigns, even if the bull's eye is a senior VP or even C-level executive.

"I plan on recommending SimplyDIRECT to my colleagues in other companies. It not only always works, it kicks butt," stated Robinson. "We carefully track leads and opportunities by stages. At the moment we've got ten deals at Stage 4 or higher... which means we got to power; we talked pricing, and there's a deal on the table for us to either close or lose. It is way past just qualified."

SimplyDIRECT's marketing model has always been its closed-loop system: the client identifies the target accounts and the titles it wants to engage. All marketing activities are then focused on that pool. Never a random responder. Never a company that doesn't meet the original specs. "It is so straightforward, so professional. The fact that the surveys get awesome response rates is no accident: the whole process has been carefully crafted and debugged," explains Robinson.

As much as the surveys get the credit for the spectacular results—often penetrating into specific Fortune 1000 companies at senior management levels—the true power is the data. "No one gets the data right like SimplyDIRECT," revealed Robinson. "Getting high response rates, extracting that level of information—that's pretty flashy. But a great response from the wrong person wastes time and money. SimplyDIRECT really respects my budget."

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