

Increasing Thought Leadership, Visibility and Leads



What was the Client Challenge?

- Elevate the visibility of the client as a CX thought leader;
- Discuss how AI, Machine Learning will revolutionize market Segmentation practices
- To drive net new leads into the Business reaching CDO's, CMO's, Marketing Directors, CCO, E-commerce

What were the Measurable Results?

Over 100 leads in the first 3 months

What was the IDC Custom Solution?

IDC's Thought Leadership practice developed:

- A Thought Leadership TopLine paper discussing the key benefits of Machine Learning in market segmentations versus traditional methods
- A fireside chat (panel debate) Video to drive awareness and give companies practical tips/guidance on how Machine Learning can benefit them now and in the future
- The video was used as part of the multi-touch campaign to drive prospects to download the TopLine document