

CASE STUDY

Transforming a *globally acclaimed research and consultancy firm* into an industry authority on the electric vehicle market.

THE PROBLEM

Our client, a trailblazer in research and consultancy services, aspired to extend their unrivalled expertise to the burgeoning automotive market.

They lacked access to the vast audience of both established and disruptive automakers necessary to effectively market their advisory solutions.

FOR MORE INFORMATION:



Sanjay Singh
Director, Sales



WEBINAR SOLUTION

Our subject matter experts curated a thought-leading webinar alongside the client, propelling them to the forefront as an undisputed industry thought leader in the ever-popular realm of the electric vehicle market.

To amplify the impact and ensure widespread exposure, the webinar was strategically promoted via advertising to a vast readership, surpassing 4.5+ million AutoTech professionals annually, throughout a month long campaign.

Lead quality was maximised through targeted direct marketing communications tailored exclusively for senior executives within the automotive technology ecosystem.

THE RESULTS



250 QUALIFIED REGISTRANTS



15% AVERAGE OPEN RATE