

# B2B Lead Gen Fueling Sales and Marketing



## THE CLIENT

Wiredrive is the leading cloud-based media management solution headquartered in California, USA. Over 95% of Super Bowl ads are created and stored in the Wiredrive system, while clients like Paramount Pictures, Nike, Warner Bros, Tory Burch, Red Bull and Cisco use Wiredrive's secure platform and its capabilities across the globe.



A NEW WAY OF  
OUTSOURCING  
GROWTH

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## THE CHALLENGE

Wiredrive has formed a sales department which is in constant need of targeted leads. **As they didn't want their sellers to waste their time on prospecting, Wiredrive was seeking a partner that could act as an incremental part of their organization,** implementing and streamlining the B2B lead generation process through market research.

The goal was to generate a high volume of very targeted and verified leads to feed Wiredrive's outbound sales process and drip campaigns. Before Market Republic stepped in, Wiredrive worked with a number of individuals and lead gen vendors, but they all failed to meet the desired KPIs and were not able to provide them with knowledgeable feedback and flexibility.

# 180

opportunities  
generated in  
8 months

Working with Market Republic, our outbound lead volume and quality increased significantly. Market Republic team delivers us well-qualified, groomed leads lists that keep our sales teams selling, not prospecting..."

**Parag Shah**

*Business Development  
at Wiredrive*

## THE RESULT

200%

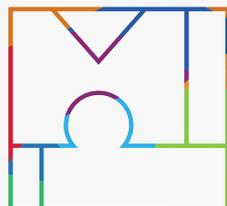
lower bounce  
rate

Since June 2015, Market Republic lead gen team has led the entire outbound program, from creating the process to importing the lead lists into CRM.

Successful major account profiling strategy was implemented - organization charts were created showing worldwide daughter companies for every major account like WPP, Ogilvy, and Fox Entertainment.

Market Republic was able to get high-quality feedback from the market while improving the entire process and testing different verticals across the globe.

B2B lead generation **scaled up by 100%** with greatly improved lead quality.



**EMPOWER YOUR  
GROWTH NOW**