

# Qual Limited brings over \$40K in revenues for NetApp



## Challenge

- Weak email lead generation strategy.
- Lack of time, resources to create campaigns.
- Unlimited strategy to stay on top of their customers' mind.



## Solution

- Ready-to-send, customizable content.
- 'Set and forget' integrated nurture flow campaigns.
- 1:1 support from local marketing specialist.



## Results

- USD \$43,200 in revenue.
- Time and resources savings.



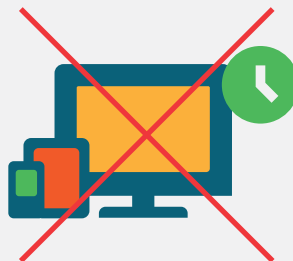
## The Challenge

Dean Bent, Digital Marketing Assistant, explained that his team was not getting enough leads with its current strategy, as well as lacked time and resources to create email campaigns.

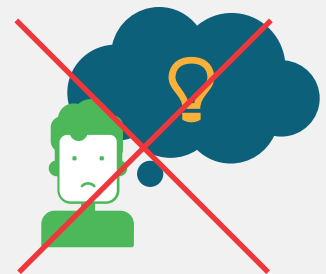
Bent's sales manager decided to give Elastic Grid a go, he wanted to see if it could improve their email marketing strategy and generate more deals as a result.



Weak email  
lead generation  
strategy



Lack of time,  
resources to create  
campaigns



Unlimited  
strategy to stay  
on top of their  
customers' mind



## The Solution

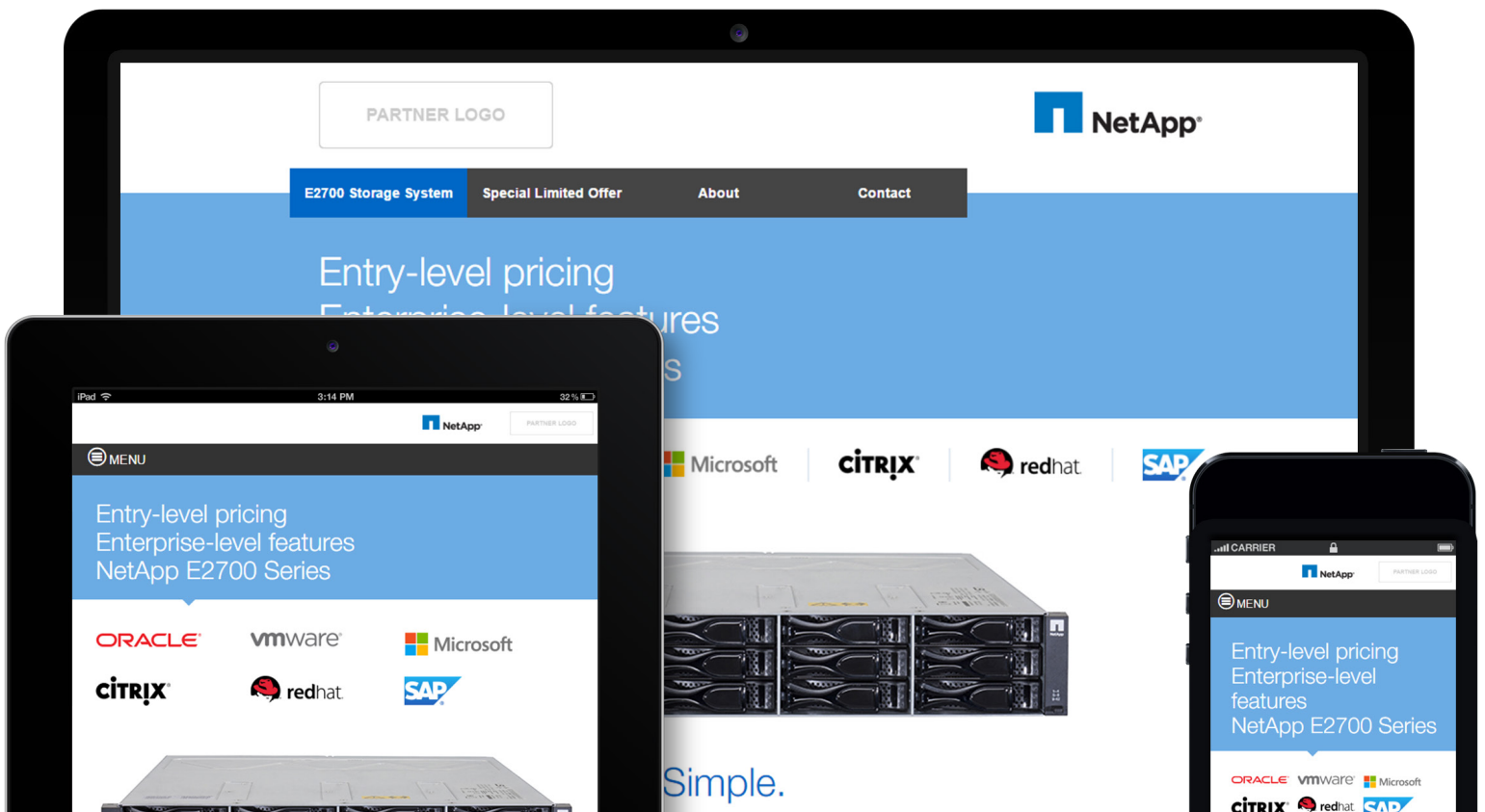
Bent said that when Qual customers need help, its company responds and delivers a comprehensive range of products, services and solutions that are backed by leading and trustworthy industry professionals. This is why it's important for Qual to have immediate customer reach through automated email campaigns.

The NetApp campaigns available on Elastic Grid allowed Qual to send out customized emails and social posts that had broad reach in less time and deliver real-time lead alerts, enabling sales teams to quickly engage with prospects, build relationships and close deals.

Elastic Grid also provided support from a marketing specialist to ensure campaigns ran productively.

**“Creating an email campaign is very time consuming if you have to make it from scratch, from design to HTML code. Again, with this platform that is all done for you with easy editable text with the template they provide.”**

- Dean Bent, Digital Marketing Assistant, Qual Limited



**\$43,200**



## The Results

Bent noted that when Elastic Grid picks up a lead, an email is sent straight away to the specific email address for that email.

"I've learnt in sales that you need to act fast on leads to gain that opportunity and a 'Grid Lead Alert' is the way forward for fast responses," he noted.

As well as being pleased with the performance of the NetApp campaigns, he praised Elastic Grid's Marketing Specialist Andreea Botoaca, who was always willing to help.

***"Creating an email campaign is very time consuming if you have to make it from scratch, from design to HTML code. Again, with this platform that is all done for you with easy editable text with the template they provide."***

- Dean Bent, Digital Marketing Assistant, Qual Limited

**Qual**  
Empowering Technology

We'd  You  
To Keep In Touch



Contact Us

