

# Citrix Partners with LeadXchange for Accelerated Customer Acquisition

*LeadXchange energized customer pipeline for Citrix with data-led lead generation program*



## Executive Summary

The pandemic brought the world to a standstill and the corporate world scrambled to adjust to the demands of the new normal. The post-pandemic era has put the spotlight on new ways of working that are characterized by virtual collaboration and a more digitized modus operandi. Leaders have now begun to realize that a return to a pre-pandemic scenario is unreachable; therefore the need of the hour is reimagining their business and cultivating a ‘work from anywhere’ environment to ensure business continuity.

Citrix has been a disrupter in the remote solutions and technologies space. They believe that people should be able to work where, when, and how they want. Aligned with this vision, they introduced their suite of workspace solutions-Citrix Workspace that has everything an organization needs to keep people productive and data secure.

Citrix partnered with LeadXchange to leverage the latter’s expertise in garnering the right and relevant customers that could benefit from Citrix Workspace. They were looking for an effective partnership

to hand-hold them into strengthening their customer pipeline, while they could continue focusing on their core competencies.

LeadXchange, leveraging their advanced data intelligence capacity, led a comprehensive lead generation campaign, pivoting on EDM and outbound calling, and helped accomplish the target of 250 leads for Citrix within a short timeframe of 60 days.

## Business Need

The global pandemic has completely overhauled the way the world interacts. With distancing and isolation becoming the new normal, more and more organizations have begun to realize that perhaps a return to the pre-COVID times is no more than a pipe dream. In such a scenario, the corporate world understands the importance of reimagining and reshaping their strategies to adapt and sustain in the ever-dynamic times.

A key factor that will determine organizational success in the new normal is how well companies are able to cater to the needs of a mobile workforce

and create a virtual yet connected work environment that is agile, adaptable, secure and simplified. Companies now acknowledge that digitization is the need of the hour and they must invest in constructing a foundation that empowers employees to seamlessly and securely work from anywhere.

Citrix has been a well-accomplished leader in the workspace solution space. Understanding the need for innovation in this avenue, Citrix offers the Citrix Workspace Cloud Software. This all-in-one technology has been built to make hybrid work simple and easy. The suite of solutions offers the most complete and integrated technologies to enable staff to securely access their assets such as apps, and data from anywhere and at any time. Citrix Workspace offers cloud, desktop delivery, device security, secure file sync and sharing, network security, and intelligent analytics, creating unmatched experience, choice, and security.

Citrix was looking to connect with the right set of customers that could benefit from their next-gen suite of solutions. To accomplish their target and augment value for their customers, Citrix paired up with LeadXchange and sought

their expertise in creating a potent lead generation campaign through Electronic Direct Marketing and Outbound Calling. The objective was meeting the customer mark, while they continued focusing on their core competency i.e., designing workspace solutions so that IT stays simple and secure.

## Lead Generation Campaign by LeadXchange

The challenge for LeadXchange was garnering the requisite number of high-quality leads that could be converted into profitable paying customers. LeadXchange took up the task at hand with the vision of not only meeting the numbers by breaking through the clutter, but also ensuring that they could build unparallel value for both stakeholders-partner Citrix and their client.

### Here’s are some of the key points that LeadXchange had to power Citrix with:

- Buyer Centric Demand Generation
- B2B Marketing Pain Points
- Converting Leads into Customers
- Creating Meaningful Content
- Converting HQL into SQL within specific timeline
- Database Intelligence and tackling with high rejection rate

LeadXchange, a seasoned player in the lead generation market understands the significance of partner knowledge as this goes a long way in crafting a tailored campaign strategy best suited for success. Therefore, as a first step, the LeadXchange team dived deep into understanding the various value propositions that Citrix offered through their workspace solution, recognized the challenges that needed to be bridged and opportunities that could be realized.

After a thorough analysis of the partner landscape, the next step entailed identifying the most appropriate and

palatable pipeline of HQLs for Citrix that could be converted into SQLs through a mix of electronic marketing and outbound calling. LeadXchange, through their advanced analytics platform and data management tools identified the most relevant B2B customer segments that were seeking expert collaboration in their journey towards virtual workspace design. This was attained through their proprietary data platforms that encased advanced demand mapping algorithms and validation processes that created an HQL persona mirroring key traits of the classic customers for the Citrix workspace solution.



From the analysis, the HQLs were determined as B2B organizations that were actively looking out for remote workspace solutions. These were companies from across diverse industries that were searching for the best fit partnership to help them seamlessly navigate the pandemic and power their staff with an effective virtual work environment. Once these segments of HQLs were pinpointed, the project progressed into its subsequent phase. This entailed creation of a comprehensive marketing plan to positively influence and nurture HQLs into SQLs through concoction of EDM and cold calling marketing strategies.

For the first part i.e., the EDM campaign, a team of content marketing experts focused on creating a compelling and specialized content plan. The objective was building an effective content structure,

the basis of which was high quality targeted content assets that catered to the requirements of the identified customer segments. As part of the EDM strategy, LeadXchange developed numerous assets in the form of newsletters, whitepapers, case studies, product launches, customer testimonials, and more. Through a wide array of customized content, the HQLs were continually engaged with nuggets of interesting and relevant information. Such immersive content greatly propelled them to invest their time and attention into Citrix’s offerings, and helped Citrix gain higher recall value among their target audience.

The second part of the overall lead generation campaign was the outbound aspect. For this, the LeadXchange team crafted a holistic interaction and engagement plan for the sales team that could help bring in higher conversions. Outbound calling being a live engagement leaves very little room for error. Therefore, to create the perfect pitch, the sales team engaged in a series of intense training and practice to strike the right balance between conversational and persuasive. Soft skill development was topped up with sales scripts and mock-ups, and the focus remained on delivering quality conversations to help customers understand the offering and its benefits. To summarize, best practices through content creation and holistic coaching were delivered that cultivated the sales team to embody brand Citrix, and on-board a strong pipeline of prospects for Citrix.

## Business Outcome

As a result of the all-inclusive lead generation campaign led by deep research and data intelligence, LeadXchange accelerated success for Citrix. Through thought partnership and technology expertise, LeadXchange pierced through the noise. They enabled Citrix to connect with the relevant decision makers and on-boarded 250 high-quality leads within 60 days, bringing value to all stakeholders.