

Life Is On



Presentation on

Schneider Electric Smart UPS - Perception Building & Demand Gen
(Drive EDM Campaign for Lead Generation)

Forty million customers trust
APC by Schneider Electric Smart-UPS.



Life Is On

APCTM

by Schneider Electric



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Electric

Schneider APC Lead Gen Campaign

Campaign :

To Introduce Schneider APC smart UPS

Presenting APC by Schneider Electric, maker of the world's most reliable UPS

Challenges –Breaking through the noise and getting the attention of busy decision makers,
Deep Research & Data intelligence

Key Points:-

- **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**



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What Schneider Wanted ?

Campaign Objective: To Drive EDM Campaign for B2B Decision Makers and Influencers thru EDM Marketing and outbound calling based approach to generate SQL Leads for Smart UPS by APC.

Campaign Goal – *To Generate 140 SQL Leads within 60 days*

Why Techplus Media (LeadXchnage) –Tech based Media with Data intelligence and Influencing capacity on ICT Purchase.

Achievement: Generated 250+ HQL Leads within the scope including of lead replacement.





*Thank
you*

A close-up illustration of a fountain pen nib, showing the gold-colored metal and the black barrel. The nib is positioned at the end of the word 'you' in the cursive text, as if it has just finished writing it.

DealComments.com

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The logo for TechPlus Media consists of the word 'TECHPLUS' in a bold, orange, sans-serif font above the word 'MEDIA' in a bold, grey, sans-serif font. To the right of 'MEDIA' is a stylized graphic element resembling a blue and yellow checkmark or a rising line graph, followed by a trademark symbol (TM).