



Veeam Engages with LeadXchange for ITDM Campaign

Veeam engages with LeadXchange as thought partner to co-create sustained business value for ITDMs with their modern data platform

Executive Summary

Veeam is a leader in backup, recovery and data management solutions that deliver modern data protection and promise efficiency boost, productivity and security. In congruence with their vision to pioneer innovative solutions, they launched their 'Backup & Data

Management and 360-Degree Multi-Cloud Platform' for enterprises across India. To introduce the Indian enterprise community with this modern data platform, they organized a special live webinar for the ITDM community.

The webinar being a unique chance to help businesses be familiarised with the new offering, Veeam partnered

with LeadXchange to drive increased awareness and participation for the event.

To fulfil Veeam's objectives, LeadXchange conceptualized and implemented a powerful lead generation campaign utilizing technology, technique and teamwork. Led by advanced analytics, the campaign integrated data-

oriented decisions to arrive at a potent project that smoothly enabled Veeam to gather 500 registrations within a short time frame and fixed budget.

Business Need

Veeam is the leader in backup, recovery and data management solutions that deliver modern data protection and promise efficiency boost, productivity and security. They provide a single platform for cloud, virtual, physical, SaaS and Kubernetes environments. Ranked as number 1 in market share in EMEA and number 2 worldwide, Veeam's customers are confident their apps and data are protected and always available with the most simple, flexible, reliable and powerful platform in the industry.

Veeam's vision is to be the most trusted provider of backup solutions that deliver Modern Data Protection. They have a decade worth of experience in delivering innovation and best-in-class support. Aligned with their vision to pioneer innovative solutions and partner with diverse businesses to meet modern data demands, Veeam launched their 'Backup & Data Management and 360-Degree Multi-Cloud Platform' for enterprises across the India. To introduce the world to this game changing solution, they organized a live webinar for the ITDM community across India.

Their current business need was ensuring that the live webinar could reach a wide Indian enterprise diaspora so that the latter could well benefit from the innovative offering that Veeam had introduced. This live webinar was a fruitful opportunity for diverse businesses to be acquainted with this gen-next 360-degree data management solution.

LeadXchange, a frontrunner in providing holistic lead generation solutions was brought in as a thought partner to co-create sustained business value for Veeam and help promote the event, and drive greater registrations and attendance.

Solution and Campaign

The immediate ask for LeadXchange was driving 500 online registrations and for the same LeadXchange constructed

a highly comprehensive lead generation project plan that encompassed granular components of need analysis, customer study, and marketing & communications. All these various aspects were brought together through relevant and extensive data points, so that a mutually beneficial result could be derived which would not only power client Veeam but also be equally useful for webinar participants.

As a first step, to identify the right set of audience that could make the most from the live webinar, the persona of an HQL or high-quality lead was created. This was done through LeadXchange's advanced analytical engine and algorithms that verify and match data through an array of filters, to create a classic customer persona.

Once the persona of the registrant for the program was clearly articulated,

information about the live webinar penetrated even further, allowing more and more interested enterprises to register for the event.

Email marketing too was another significant channel that helped in churning out participants. Through targeted emails containing audience-tailored messages, interested candidates were spotted and were encouraged to register.

The communications plan also comprised another significant aspect whereby immersive content in the form of features, blogs and thought leadership articles were posted frequently to generate interest around Veeam and the live webinar in particular. These specialized content assets served as a potent way to connect with the niche tech community specifically interested in

Here's what the simplified snapshot looks like:	
Project Confirmed with Budget	Project confirmed with or without budget
Authority	Decision makers / Influencers
Need	Customer Needs and Pain points have been identified
Time	Within 3-9 months
Solution Discussed	Requirement can be met
Next Steps	Demo Request, RFP, Vendor Evaluation

the LeadXchange team explored a host of marketing media that could be tapped into to garner registrations by the right audience.

To begin with, it was important to create general awareness around the webinar and to do so, banners and adverts with enticing content and clear call to action were placed on the Veeam website. To add to this, other engaging channels such CXOtv.news, itVARnews, healthtechnology.in and newswire were extensively leveraged to host informative and interactive content in the form of interviews, video bytes and features by the Veeam team that disseminated information about the unmatched advantages of attending this special webinar.

Social media interactions figured an important medium to drive registrations. Through heightened promotions and conversations on LinkedIn and Twitter,

data management offerings and events.

This way, an integrated communications plan that was an accumulation of website content, banners and specialized material like interviews and leadership features helped LeadXchange foster increased registrations for the live webinar for Veeam.

Outcome of the Campaign

Armed with a comprehensive project plan and executed by a team of experts, LeadXchange's campaign helped Veeam meet their targets. Supported by LeadXchange's powerful data led decision-making, Veeam experienced 500 online registrations, 100 attendees within a matter of just 30 days.