

CLIENT STORY:

Experienced, Scalable High-Level Lead Generation



Kroll is a global market leader and pioneer in the fields of investigations, risk analysis, compliance, cyber security and e-discovery.

THE NEED



Kroll was looking to rejuvenate their overall lead generation efforts in conjunction with a company-wide shift from multiple CRM platforms to Salesforce. They needed to find an aggressive, experienced lead generation partner that could approach one area of their business, bring focus and organization to their marketing tactics, deliver results and replicate the process for other areas



THE SOLUTION

MarketLauncher was selected because of their experience in working with global professional services organizations and targeting high-level decision makers - in particular, their experience in targeting the risk analysis and cyber security sectors, commitment to deliver market insights through metrics-driven reporting and their talented, seasoned team.

Kroll immediately felt that they were in the hands of reliable, knowledgeable professionals who would act as an extension of their team and keep careful track of all marketing efforts to determine the effectiveness of their lead generation activities.

THE IMPACT



As a direct result of MarketLauncher's lead generation campaigns, Kroll was able to win new Compliance and Due Diligence contracts with leading organizations like Dell, Bechtel Corporation, Molson Coors Brewing Company, Suncor Energy and Chevron.

To date, Kroll's partnership with MarketLauncher has contributed \$4M in revenue to their sales pipeline.



"The biggest thing for me is the constant updates. I know I don't have to keep ML on track, they keep me on track and that is so valuable to me. I have a million competing priorities, but this is one area I feel truly good about."

- Cathy Johnson
Director, Global Marketing & Communications, Compliance

Get in Touch

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