

Case study | Data Google Cloud



Supporting account based marketing

Google Cloud

Google Cloud lets you focus on building what's next for your business. Google Cloud Platform frees you from the overhead of managing infrastructure, provisioning servers and configuring networks. To let innovators innovate and let coders, well, just code.

Challenge

To assist with moving towards an account based marketing for key accounts, there was a shortfall in available data to drive the engagement across the Nordic and Benelux region.

Data match, sourcing and acquisition across the Nordics and Benelux

Solution

Data sourcing, matching and acquisition of target accounts to identify key decision makers across the specified regions. The sourced data was matched against key accounts and provided contacts with opt-in included in preparation for GDPR compliance.

Result

A prospect marketing database targeting key accounts across the Nordics and the Benelux regions based on a known group of target accounts.

“Based on my prior experience working with the virtualROI team, they were the first port of call for assisting me with the data challenge faced in moving towards an account based marketing strategy.”

Shelby Torrence

Product Marketing Manager

<https://cloud.google.com>

Who are we?

B2B digital marketing agency

A team of marketing professionals based in the UK helping IT/Technology clients solve their challenges within digital marketing.

- 🕒 Founded in 2008 by 3 Directors
- 🕒 Collectively over 30 years of agency and client side B2B marketing experience
- 🕒 Advocators of best practice
- 🕒 Trusted advisor relationships
- 🕒 Seamless extension to your marketing department
- 🕒 A knowledgebase to be tapped into as and when required
- 🕒 Members of IDM/DMA



What we do for organisations like yours

Business to business digital marketing



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OFF TO A FLYING START
DATA



FAST TRACK YOUR SUCCESS
WITH AN OPTIMISED DESIGN
DESIGN



NEED A PIPE FULL OF LEADS
FROM ACROSS THE BOARD
TELEMARKETING



LOOKING FOR A PLATFORM
WITH ELEVATED PERFORMANCE
TECHNOLOGY



CONNECT WITH PEOPLE
WHEREVER THEY ARE
SOCIAL



CREATE WEB PAGES
THAT ARE SEEN FROM A FAR
WEB



EVERYTHING FLOWS FASTER
WHEN YOU WORK AS A TEAM
CONSULTANCY

Let us help you with your challenges

W: www.virtualroi.com

E: info@virtualroi.com

T: +44 (0) 800 242 52 82

