

Building a Pipeline of MQLs

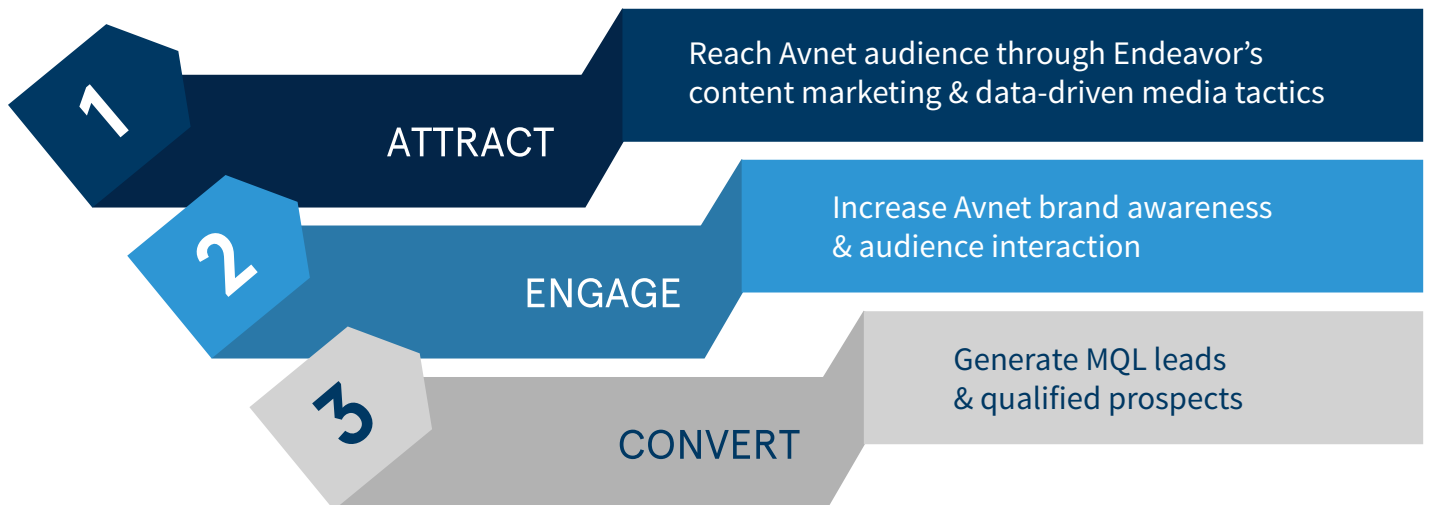
BACKGROUND

Avnet is a \$20B global technology solutions provider with an extensive ecosystem delivering design, product, marketing and supply chain expertise for customers at every stage of the product lifecycle. Avnet serves a variety of markets including aerospace, automotive, embedded vision, Industrial, IoT, security and more.



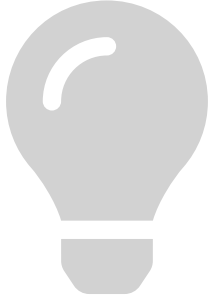
Challenge

Avnet's goal was to generate 1,700 MQLs for marketing qualified leads (MQLs) for an IoT solutions campaign and build a pipeline that would lead to growth in sales qualified leads (SQLs) and, ultimately, increase sales revenue.



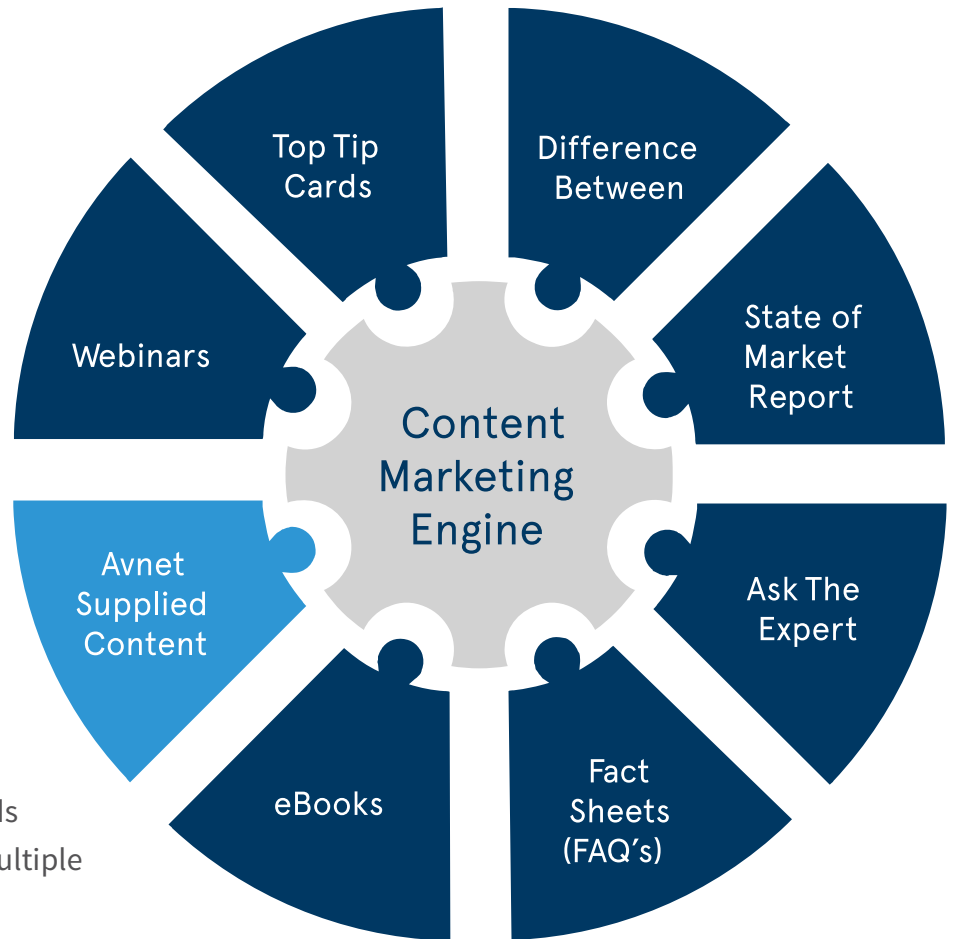
Identifying Needs

To create the best solution tailored to Avnet's needs, answers to key questions had to be ascertained including goals/objectives, content, target audience, time-frame, and budget.



SOLUTION

Endeavor proposed an integrated program consisting of custom-created content targeting its audience of B2B decision makers to generate a volume of viable and qualified leads based on user engagement with multiple assets during the nurture process.



There Were Two Main Facets to the Solution

- 1 Content approach** – leverage existing Avnet content and creating 16 short-form assets and 5 webinars targeting specific audience sets.

Content items were hosted in three, single environments for multiple asset engagement (Content Engagement Center) to generate increased interaction post-lead registration.

- 2 Lead/nurture program** – generate 1700 MQLs over 7 months, funneling the leads into a custom-built scoring program to measure both demographic and engagement data. Contacts meeting the pre-defined criteria/score to become an MQL were sent to Avnet while the remaining leads were nurtured to increase engagement – with the goal of turning them into MQLs.

RESULTS

The Endeavor-Avnet partnership resulted in **2,000+ MQLs** generated within months of the program launch. The innovative user experience of the Content Engagement Centers generated **over 3,000 content views**. In addition, the data provided deep insights into MQL engagement by job function, industry, revenue, design phase, and production start so that Avnet could identify high-quality MQLs with a greater interest to convert to SQLs.

MQL Data Flow and Summary

