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Company Name: VCraft
Campaign Name: Meeting Generation
Campaign Type: Meeting Generation
Target Audience: Head channel Sales
No. of Meetings: 50

Motive of the Activity:

Vcraft has developed software which has made a paradigm shift in the real estate world. A broker management software which had bridge the gap between the sourcing manager and the broker to understand if the broker is working on their project or not. This is an application which is very useful for the Channel Sales Team.

Vcraft approached Haptaq with a reference given by Vapp Services, one our client. Initially when we started the campaign we were told to connect with the marketing head in the real estate companies. However during the process we analysed that, marketing department is not the right TG, the right decision maker for the product were the Channel Sales Team as they were responsible to connect with the broker.

Our research team pulled out the data of all the Channel Sales Head across, connected with them and generated meeting for Vcraft. The decision to connect with the Channel Sales really worked for Vcraft.

We delivered 50 meetings for this campaign.

