Case Study
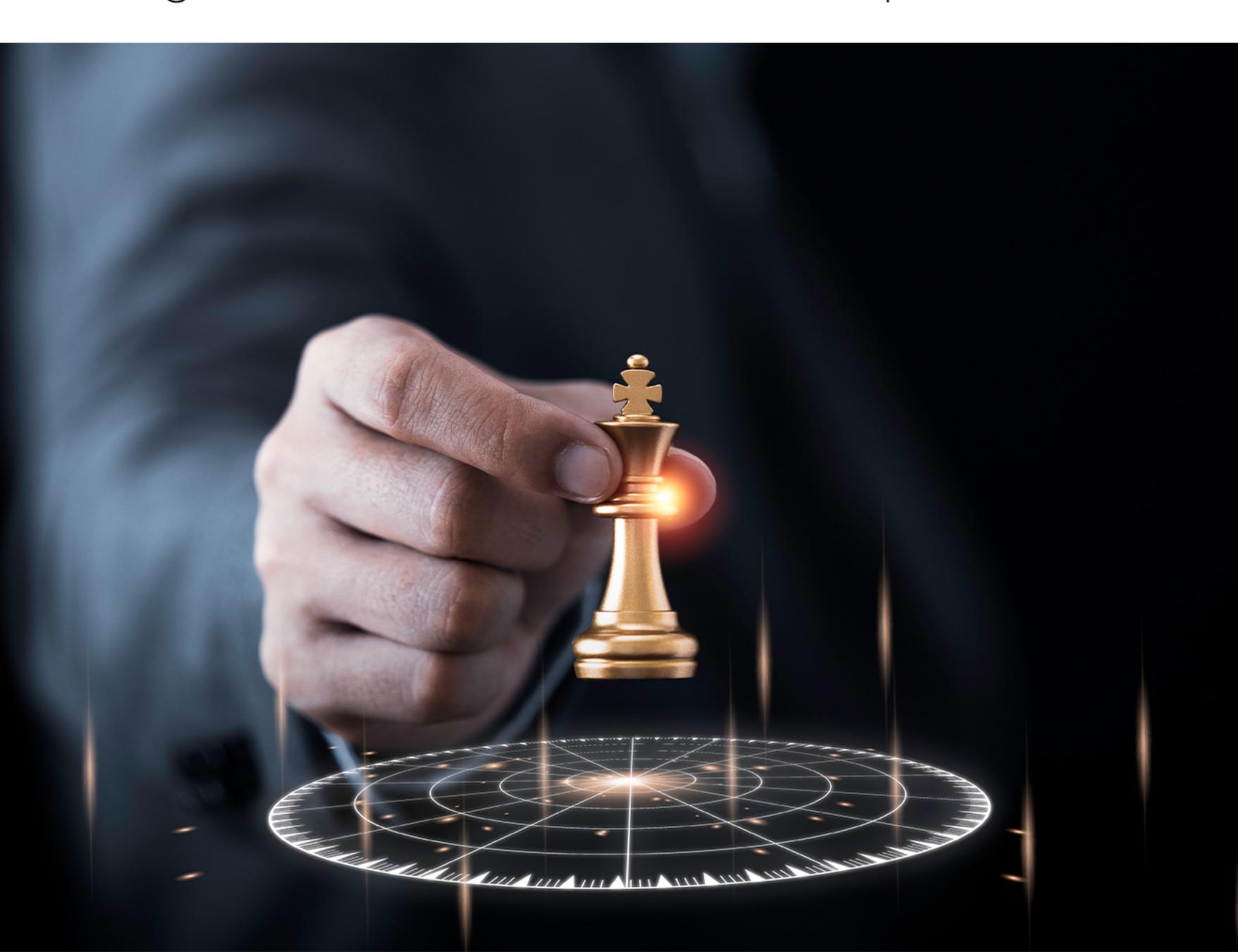
Positioning an Observability Client as a leader through CxO roundtables across multiple cities.

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GLOBAL CIO CONCLAVE

CONTENPORARY MARKETING

Expectation

Our client, a leading provider of innovative IT services and solutions, aimed to map and engage prospective clients across India through a series of targeted roundtables. They sought to connect with decision-makers in key accounts to foster business growth and expand their reach.

Deliverables

- **Engagement**: Crafted engaging content and experiences that captivated our audience in Mumbai, Delhi, Hyderabad, and Bengaluru, fostering active participation and lasting relationships.

- **Brand Awareness**: Enhanced the client's brand presence within the industry, positioning them as a thought leader and innovator across these key cities.

- **Seamless Execution**: Managed each event flawlessly from start to finish, ensuring a professional and memorable experience for all attendees.

- **Lead Generation**: Created opportunities to connect with potential clients, facilitating meaningful interactions that converted into high-quality leads in Mumbai, Delhi, Hyderabad, and Bengaluru.

- **Pipeline Growth**: Strategically engaged attendees to build a robust sales pipeline, ensuring a continuous flow of opportunities post-event in each city.
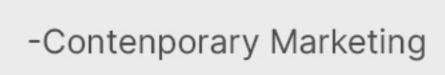
About the client

Renowned for their expertise in IT management and monitoring solutions, this leading technology company provides powerful and affordable software designed to manage and optimize IT infrastructure. Specializing in full-stack observability, their comprehensive suite of tools enables organizations to ensure robust performance, reliability, and security across their entire IT environment.

What worked

- **Strategically Designed Roundtable**: We successfully organized roundtables in Mumbai, Delhi, Hyderabad, and Bengaluru, engaging key IT stakeholders crucial to the client's objectives.

- **Curated Participant Pool**: We provided a carefully selected group of, IT Heads and Decision Makers, allowing the client to choose their preferred participants for meaningful interactions.

- **Exceeding Participant Targets**: We surpassed the expected number of attendees, with more than 15 CxOs participating in each roundtable.

- **Comprehensive Content Development**: We meticulously developed all content and creative materials to align with the event's discussion topics, ensuring relevance and engagement.

"Focused CxO Partnerships Elevate Brand Presence and Accelerate Market Penetration."

-Contenporary Marketing

- **Expert Moderation**: We enlisted skilled moderators to facilitate seamless discussions and interactions, enhancing the quality of the conversations.

- **Product Demonstration Opportunity**: We provided ample opportunities for the client to demonstrate their product to the audience, highlighting its value and capabilities.

- **Effective Lead Generation**: We generated valuable leads, creating opportunities for further business growth and fostering B2B partnerships.

- **Enhanced Brand Positioning**: We successfully positioned the client as a thought leader and industry innovator, bolstering their reputation and visibility.

- **ROI Achievement**: The client achieved a pipeline of **$1MN** with net new logos and helped with incremental business from existing accounts.

Achievement

Our series of roundtables in Mumbai, Delhi, Hyderabad, and Bengaluru proved to be highly successful. By creating dynamic content and experiences, we captured the interest and active participation of our audience, resulting in strong, lasting relationships. This initiative significantly boosted our client's visibility and reputation, establishing them as a leading authority and innovator within the industry. The flawless execution of each event ensured a seamless and memorable experience for all participants. Moreover, we facilitated valuable connections with potential clients, generating high-quality leads and fostering robust pipeline growth.

Innovate. Inspire. Impact.

About Contenporary Marketing

Since our inception in 2021, Contenporary marketing has stood unparallelled in terms of providing innovative marketing solutions to tech companies. Our team of experts provide strategic campaigns that drives brand growth, engagement and brand visibility. From end-to-end event management to digital campaigns, we help tech businesses flourish in a competitive market, ensuring impactful and measurable results.

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