

Case Study



Developing a fully-integrated digital marketing and sales campaign to fuel ITG's aggressive growth strategy.

A global leader in specialist administration services, Intertrust Group (ITG) provides tech-enabled, bespoke solutions to a range of corporate clients across the world.

The Challenge

The appointment of a new Global Head of Sales brought a change of focus. The company identified an exciting opportunity for a new, aggressive growth strategy, with the integration of the latest technology into their existing sales process. Europe, North America and Asia-Pacific were earmarked as key markets to maximise pipeline.

The Solution

To help ITG scale quickly, we focused on mid to enterprise level organisations in the global private equity, venture capital, real estate and hedge fund/debt markets. We took a combined demand generation services approach – developing a fully integrated, digital marketing and sales strategy to generate both marketing and sales qualified leads. We have built a strong, ongoing partnership with two 6 month and two 12 month renewals since our first project commenced.



The Outcome for Intertrust Group:

1028 

Marketing Qualified
Leads

441 

Sales Qualified
Leads

€5.4m

Estimated Qualified
Pipeline Value

14 

Average Opportunities
Per Month

€560k

Closed-Won
Revenue

12-18

Months Average
Sale Cycle



6 Months Proof of Concept

+ 6 Months Renewal

+ 12 Months Renewal

+ 12 Months Renewal



“durhamlane has been a vital component in helping our global sales team grow our business in a sustainable way. I have been continuously impressed with the way their team has integrated with ours to create a dynamic sales force. We have fostered a true partnership with a joint plan to win together now, and in the future.”

- Frank Hattann, Head of Global Sales



Funds
(Private
Equity)



Venture
Capital



Real
Estate



Hedge
Funds and
Debt