

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.

Our 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.



The outcome for intertrust group:

955 

Marketing qualified leads

228 

Sales qualified leads

€3.4M

Qualified pipeline

50%

of opportunities generated are MQLs




4 

FTEs - Full time equivalents per week



12 Month retainer + 6 months renewal


Opportunity locations


-  Europe
-  North America
-  Asia-Pacific

Targeted Markets:


Funds (private equity)


Venture Capital


Real Estate


Hedge Funds and Debt