

Case Study



Generating opportunities in new territories for KPN through aligned sales & marketing tactics.

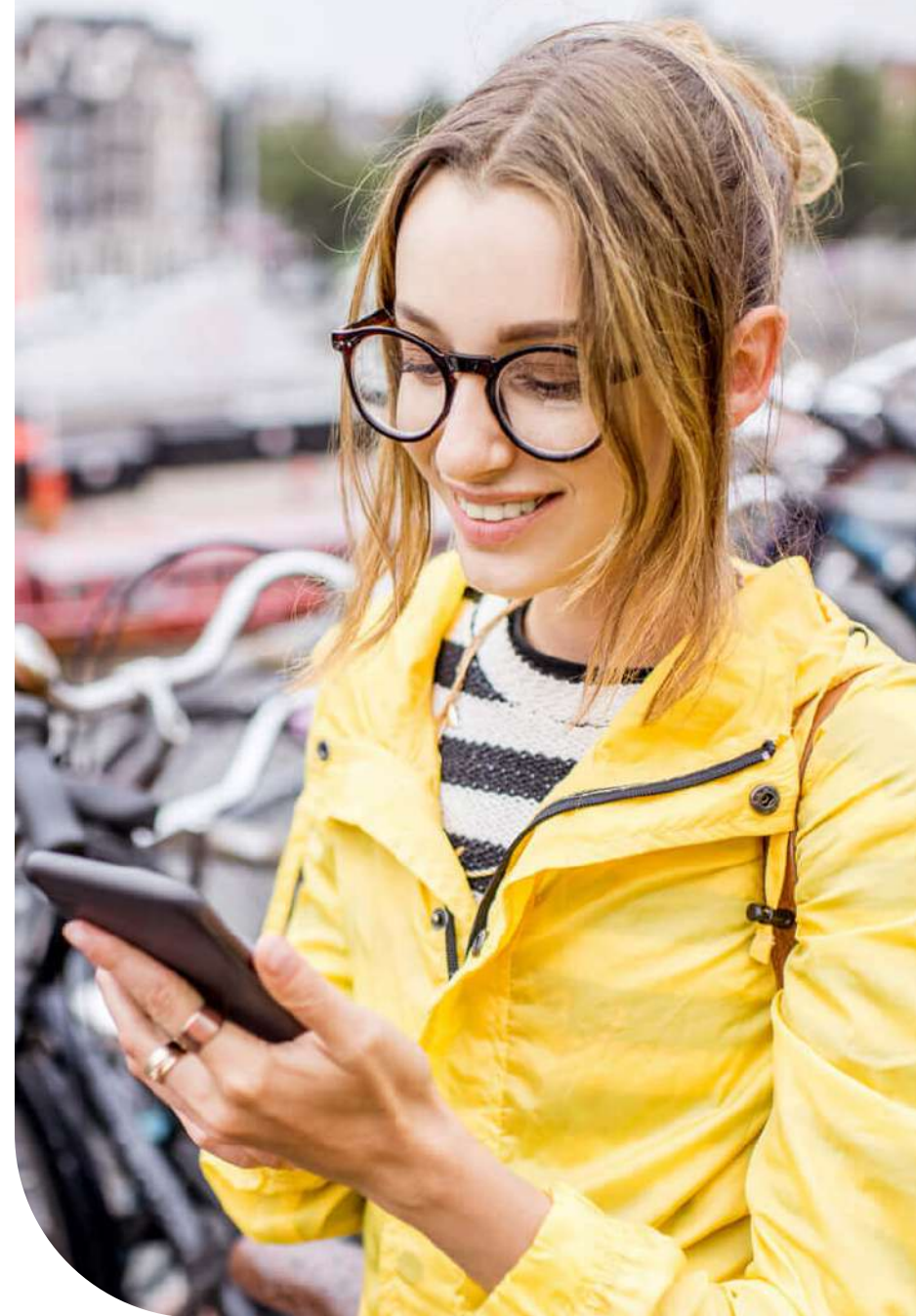
KPN is the leading Dutch landline and mobile telecommunications company based in the Netherlands.

The Challenge

In order to exploit their cutting edge IoT connectivity solutions, KPN were keen to explore European markets completely new to the company. Their two-fold strategy aimed to identify potential resellers and establish innovative partnerships, and subsequently determine end customer opportunities. With the need for an international, multi-lingual sales and marketing expert, they engaged durhamlane.

Our Solution

We created reseller and end customer marketing campaigns, in order to generate marketing-qualified leads in both Italian and French markets. Once the campaigns took hold, we expanded these activities for KPN into Germany. Our buyer intent platform identified trends in the European IoT markets and tracked the online activity of KPN's target companies.



The outcome for KPN:

Updated: October 2020

187 

Marketing qualified leads

127 

Sales qualified leads

€1.6M

Estimated pipeline value

€595k

Closed-won
business per year

44%

of opportunities
generated are MQLs

2-4 

Resourced days
worked per week

12 

Month retainer

Opportunities generated across:



Italy



Germany



France



"We decided to engage with durhamlane because they demonstrated their expertise to generate the right leads. We were really impressed with the agility and the dedication of the team... They are a part of our team because they work so closely with everyone - that is the biggest asset of durhamlane and what has proven to be a success for us. I would definitely recommend durhamlane to anyone who is wanting to grow."

- Maurice Janssen Duijghuijsen, Vice President