

Case Study



Executing a proactive demand generation campaign to accelerate growth across Europe.

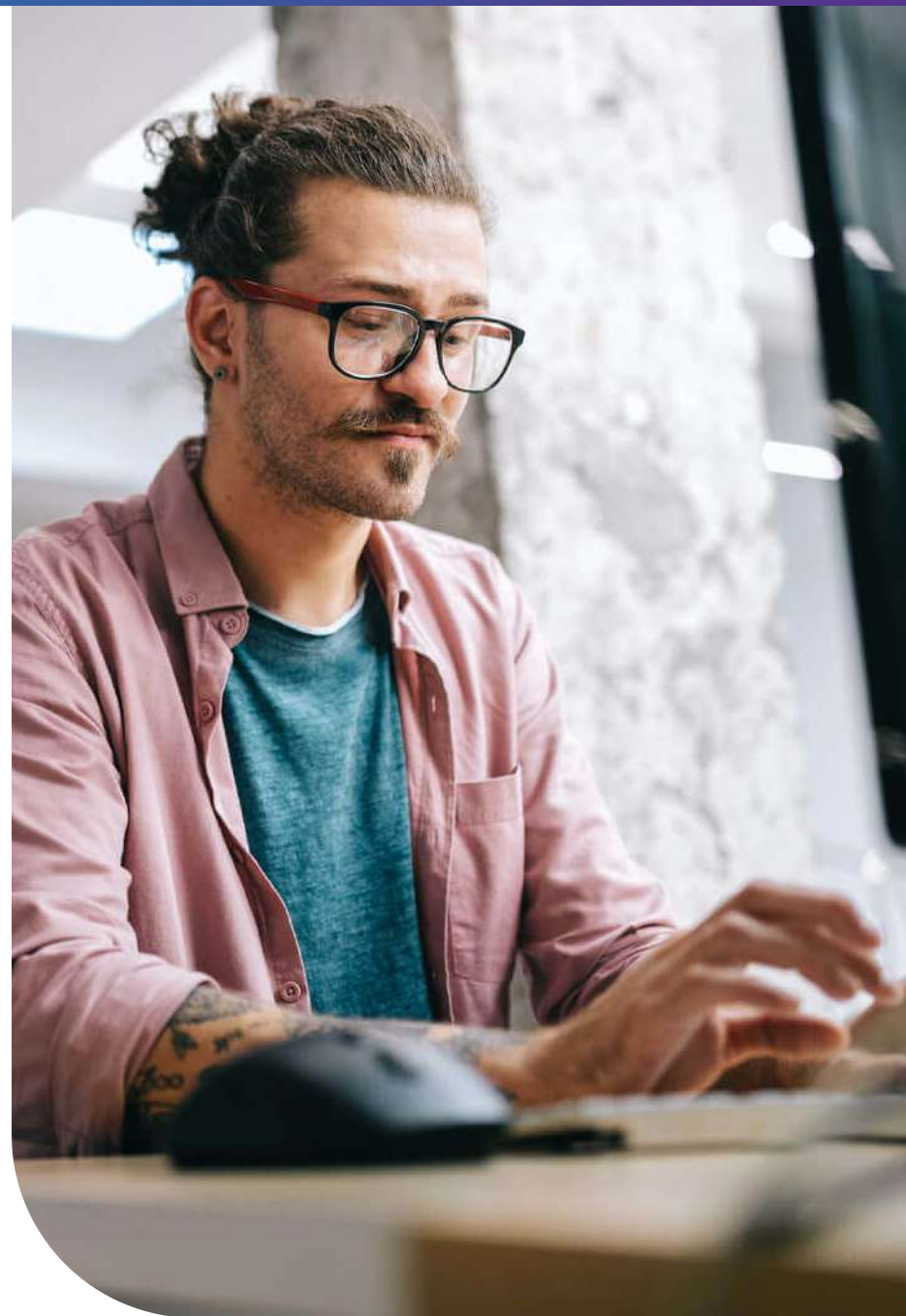
TigerGraph are the developers of the world's fastest graph database analytics platform. With success across several niche markets in North America, TigerGraph sought to expand in the UK and Germany, Austria and Switzerland (DACH).

The Challenge

With little existing presence in Europe, they selected durhamlane to run a proactive demand generation campaign, based on our proven track record of helping tech businesses accelerate growth across Europe.

Our Solution

We devised a strategy to bolster TigerGraph's front-end business development activities, specifically engaging with private sector businesses across the financial services, utilities, legal services and telecom industries.



The outcome for TigerGraph:

71 

Marketing qualified leads

44 

Sales qualified leads

\$1M

Average deal values

44 

Closed-won
business per year

50%
of opportunities
generated are MQLs

120 
Resourced days
worked on project

6 
Month retainer

Targeted Markets:



Financial Services



Utilities





Legal Services



Telecom

Opportunity locations

-  United Kingdom
-  Germany