

# 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. We have built a strong, ongoing partnership with two 6-12 month renewals since our first project commenced.



# The outcome for Intertrust Group:

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1028 

Marketing qualified leads

279 

Sales qualified leads

€4.2M

Qualified pipeline

52.3%

of opportunities  
generated are MQLs

€322k

Closed-won  
revenue

12-18

Months average  
sales cycle



12 Month retainer  
+ 6 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

## Targeted Markets:



Funds  
(private  
equity)



Venture  
Capital



Real  
Estate



Hedge Funds  
and Debt