

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 month and two 12 month renewals since our first project commenced.



The outcome for Intertrust Group:

Published: Oct 2022

1028 

Marketing qualified leads

400 

Sales qualified leads

€5.2M

Estimated Qualified
pipeline value



14 Average
Opps per month

€460k

Closed-won
revenue

12-18

Months average
sales 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

Targeted Markets:



Funds
(private
equity)



Venture
Capital



Real
Estate



Hedge Funds
and Debt