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# Our Success Stories

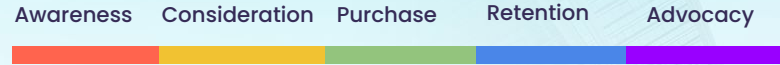


## THE PROBLEM

Socure being the newest & fast growing fintech business, required to create brand recall and generate leads to keep on their growth path. With high competition this was a big ask for their internal marketing team.

## THE STRATEGY

- Regalix created a multi-channel demand generation strategy focusing on increasing organic traffic and improving lead quality
- A focussed SEO strategy helped in bring a 30% Y-O-Y increase in organic traffic and with core keywords appearing on the first pages of the search engine which also helped with branding
- Lead Generation using search engines, networking sites and content syndication programs help solve for the increased appetite of leads
- Improved lead quality via targeted content gave the sales team a warmer pipeline to work with



## Outcome (Timeframe: 1 year)

- **4x increase** in conversions
- **60% reduction** in Cost-per-Acquisition
- **30% Y-o-Y increase** in organic website traffic





## THE PROBLEM

Big data, analytics and cloud services provider, TCG Digital was looking at a growth phase and increase the overall pipeline across geos.

## THE STRATEGY

- We set up an extended inside sales team within 45 days including hiring, training and infrastructure. We went beyond usual lead generation and qualification, to hand holding the prospect until handoff
- We deployed a fully automated lead management process, combined with full fledged lead qualification programs and automated call coaching. This was supported with a strong B2B email campaign to generate warm MQL's

Awareness Consideration Purchase Retention Advocacy



## Outcome

(Timeframe: 1 year)

- **43% increased conversions**
- **“ 3 ”** Accounts serviced till closure using ACMR Flywheel Framework
- **4x Increase** in leads qualifies





## THE PROBLEM

Happiest Minds one of the a leading next generation digital transformation, infrastructure, security, and product engineering services company had difficulty getting leads through the digital channels.

## THE STRATEGY

- Regalix suggested an omnichannel outreach strategy focussing on the website as a marketplace for the prospects and optimizing leads through implementation of various best practices across web, search, paid and social
- Optimized website for faster load time which in turn reduced website bounce rate and enhanced the MQLs



## Outcome (Timeframe: 1 year)

- **125%** Increase in social follows
- **25%** Increase in leads
- **65%** Increase in Organic Traffic





## THE PROBLEM

VMware Cloud Solutions reached out to Regalix Digital for a holistic change in their web and social media presence to be more modern, interactive and engaging to variety of different personas and use cases.

## THE STRATEGY

- Regalix Digital defined a website and social media strategy to improve engagement, followers and customer journeys. There was a focus on shifting their product marketing content from being too tech focused to being more consumer oriented based on persona to drive greater engagement and conversions. The social media strategy shifted to include to include thought-leadership assets, rapid testing on creative + copy to increase followers and engagement across prospects and existing customers.
- Search engine optimization with focusing on improving SERP for relevant keywords



## Outcome

(Timeframe: 1 year)

- **75% increase** in follower
- **400+** webinar subscriptions  
SME & SMB leads acquired
- **\$100k Annual Media**  
managed and optimized

