



LongJump turns trade show into money machine with RainKing

Number of face-to-face meetings increase by 750%

In October of 2008 I was tasked with scheduling appointments with SVP level contacts at a major IT summit. Given that our organization spent several tens of thousands of dollars to attend the summit and given that our sales staff was thin at the time, my time both prior to and at the event was extremely precious. So our organization contacted the summit's host requesting a comprehensive list of attendees. Per internal policy, they refused. However, they did agree to furnish a list by company name and title.

Cross referencing this list against RainKing not only provided the accurate names of our target contacts, in most cases provided the direct contact information and a substantial amount of peripheral information crucial for screening and initiating conversations. As a function of this, I spent my time scheduling appointments at the summit instead of navigating IVR's or "dancing" with gate keepers. The result; we were able to meet with over 50 key contacts during the 72 hours of the summit, which easily justified the large investment we made to attend. Given our limited time and resources, without RainKing, we may have only been able to schedule 7 to 10 meetings.

Simply put, over the course of this single campaign, we were able to justify not only our initial investment in RainKing, but the service was also key in delivering huge ROI on our budget for the event itself. The bottom line; in taking advantage of RainKing for this campaign, I estimate that we were at least 500% more productive than we would have been without the service. Extrapolating that ratio across a year of campaigns/ events and across an entire sales and marketing organization it is easy to see how the service can greatly multiply the efficiency of even the most seasoned reps. I recommend RainKing to anyone who is serious about targeting the decision making IT executive.

Rob Brown
Director of Corporate Sales
LongJump