

e-tractions & BearingPoint

CASE STUDY



e-tractions helped BearPoint earn a 30x ROI with this thought leadership campaign for VoIP.

About e-tractions

e-tractions is a Web-based marketing solutions provider that develops, implements and optimizes innovative online marketing campaigns for corporate marketers. e-tractions has earned an award-winning history working with category leaders across several industries including pharmaceutical, technology, financial services, consumer and non-profit. Companies that have adopted the e-tractions EnterAct™ platform include BearingPoint, CMP, HP, Progress Software and Sepracor. Founded in 1999, e-tractions is privately held with headquarters in Lexington, MA.



e-tractions and BearingPoint VoIP Technology

The Client: BearingPoint

BearingPoint is one of the world's largest providers of management and technology consulting services to Global 2000 companies and government organizations. e-tractions is a trusted marketing and technical partner with BearingPoint and this successful VoIP initiative clearly demonstrates why.

Campaign Summary

Voice over Internet protocol (VoIP) is one of the hottest telecommunications strategies. An alternative to traditional telephone service, VoIP uses Internet protocol (IP) technology to lower the cost of phone services and introduce new services. BearingPoint has deployed some of the largest and most complex VoIP systems in the financial services industry. Buoyed by this success, BearingPoint, along with e-tractions, decided to brand, position and raise awareness for this technology and service.

Business Challenge and Program Execution

If sales and marketing efforts around VoIP were to succeed, a better understanding of the VoIP awareness and readiness levels within corporations was paramount. Furthermore, since the quest for thought leadership is essentially a marketing war, the tactics and strategies employed by BearingPoint would need to be continuously adaptable. The challenge was straightforward: to create an online asset that would quickly and cost-effectively capture the attention of clients and prospects.

Rather than attempt to learn about customer readiness through exhaustive preliminary research, it was decided to do so during the actual marketing campaign. Thus the centerpiece of the VoIP marketing thrust—the BearingPoint Online VoIP Readiness Assessment Tool—was created.

Program Execution

The campaign was launched with the white paper *IP Telephony Puts the Service back Into Financial Services*. This tool provided valuable insight regarding BearingPoint's experience with VoIP. An interactive website launch followed, as well as email blasts, media placements and a paid search effort to drive traffic.

Business Results

Using EnterAct™, the proprietary technology platform from e-tractions, tracking the total cost of the campaign and the marketing ROI was conducted seamlessly and in real time. Total impressions, website hits and downloads were tracked. Furthermore, the number of leads, resulting appointments, proposals and bookings generated through the campaign were tracked.

It can be safely estimated that the campaign generated a 30-times return on hard costs by accelerating client engagement bookings. These results easily make the initiative one of the most successful ever implemented by BearingPoint.

Contact Krishna to learn how e-tractions and EnterAct™ can power your innovative online marketing campaigns.

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