

A Comprehensive Case Study  
Revolutionizing Lead  
Generation for IBM:

IBM Security  
QRadar® XDR

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# NON-TRADITIONAL

In the ever-evolving cybersecurity landscape, IBM embarked on a strategic campaign in India for IBM Security® QRadar® XDR, reshaping market dynamics through precision marketing

In a rapidly evolving digital landscape, cybersecurity remains a critical concern for businesses worldwide. IBM, a global innovator, launched a strategic campaign focused on bolstering its market presence and elevating sales in Indian cybersecurity, specifically targeting IBM Security® QRadar® Extended Detection and Response (XDR).

This 60-day initiative aimed not just at generating leads, but at cultivating a pipeline of highly qualified prospects aligned with IBM's QRadar® XDR solution. Grounded in precision marketing, the campaign's core objective was to enhance cybersecurity infrastructure for Indian businesses. IBM's approach wasn't solely about amassing leads; it was an endeavor to deeply resonate with businesses grappling with cybersecurity complexities.

Beyond lead generation, this campaign highlighted the pivotal role of precision marketing in shaping narratives and fostering enduring connections. IBM's vision transcended sales metrics; it was a commitment to fortify digital defenses, enabling businesses to navigate a digitized world with confidence.

In a landscape where cybersecurity isn't merely a commodity, but a crucial asset, IBM's pursuit was to empower businesses against evolving digital threats. This campaign showcases IBM's unwavering dedication to innovation, precision, and excellence in providing cutting-edge cybersecurity solutions for businesses in India.

# BACKGROUND

IBM, renowned for innovation, aimed to fortify its Indian market presence in cybersecurity with IBM Security® QRadar® XDR. This initiative stemmed from the escalating global concerns surrounding data protection and digital threats. IBM's objective was clear: amplify sales and reinforce its position in India's cybersecurity domain. With QRadar® XDR's cutting-edge capabilities, IBM sought to address the growing complexity of cyber threats faced by businesses. This backdrop propelled IBM's strategic decision to embark on a comprehensive 60-day campaign, strategically tailored to elevate cybersecurity infrastructure and meet the evolving needs of Indian businesses

## CAMPAIGN OBJECTIVES

The primary objective was to meticulously qualify prospects through the BANT (Budget, Authority, Need, Timeline) framework. The strategic goal aimed to evaluate and ascertain the readiness of potential leads concerning Budget, Authority, Need, and Timeline specifically aligned with IBM Security® QRadar® XDR. The campaign's singular focus was to identify and nurture leads exhibiting high intent and alignment with IBM's security solution, thereby ensuring a robust pipeline of qualified prospects poised for conversion

# EXECUTION STRATEGY

IBM meticulously crafted a multifaceted approach, leveraging a multi-channel, multi-touch methodology to ensure optimal outreach and engagement for IBM Security® QRadar® XDR. The campaign targeted 10,000 contacts aligned with the Ideal Customer Profile (ICP), implementing a comprehensive strategy involving seven strategically designed email touchpoints and three personalized calls per contact.

Key Indicator	Activity	Outcome
BANT (BUDGET AUTHORITY NEED TIMELINE)	Personalized telecalling, nurtured through informative and targeted calls	<ul style="list-style-type: none"><li>• Emphasizing the relevance value of IBM's security offerings?</li></ul>
EMAIL CAMPAIGN	Series of seven strategic emails per contact	<ul style="list-style-type: none"><li>• Inform, engage, and reinforce brand recall, thereby augmenting visibility and credibility.</li></ul>

# OUTCOME AND ACHIEVEMENTS.

The campaign culminated in unparalleled success, surpassing predefined benchmarks and yielding results that validated its efficacy, particularly in generating leads for IBM Security® QRadar® XDR:

01

## Lead Allocation and Quality:

IBM not only achieved the 100 leads target but also ensured that each lead met stringent quality standards, boasting an impressive conversion rate of 41.6% for IBM Security® QRadar® XDR.

02

## Sales Amplification:

IBM experienced an extraordinary 5X surge in sales for Security® QRadar® XDR, attributed to the high-quality leads procured through the campaign.

03

## Intent Score and Conversion:

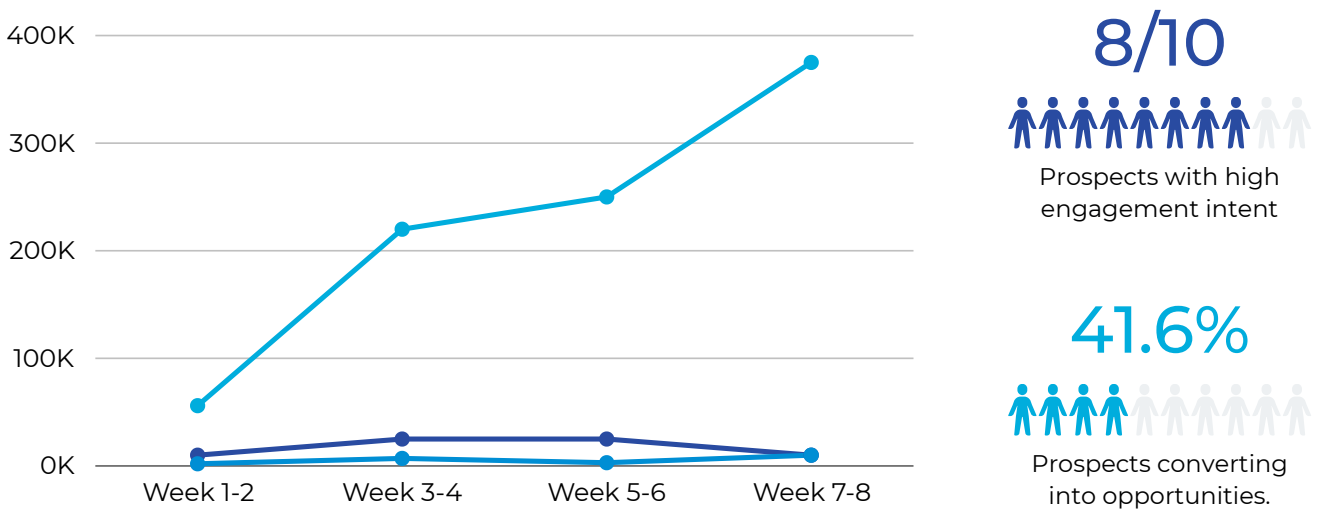
The maintenance of an intent score of 7 and above out of 10 significantly propelled the remarkable conversion rate for IBM Security® QRadar® XDR. This metric underscored the campaign's capability to engage prospects with genuine interest and needs, thereby maximizing conversion potential.

# Outcome and Achievements:

The campaign culminated in unparalleled success, surpassing predefined benchmarks and yielding results that validated its efficacy, particularly in generating leads for IBM Security® QRadar® XDR:

## Periodical delivery of campaign.

Consistency in brand awareness to conversion:



**100%**

*We assure only when we know we can because "Your money is precious".*

# CONCLUSION

The campaign for IBM Security® QRadar® XDR epitomizes the potency of precision marketing and strategic campaign orchestration. By amalgamating targeted outreach, personalized engagement, and a robust qualification framework, the campaign achieved unprecedented success within the designated timeline, driving substantial growth for IBM's security solutions in the Indian market.

This comprehensive case study serves as a testament to the pivotal role played by meticulous planning, strategic execution, and an unwavering commitment to quality in generating exceptional results in demand generation and lead conversion for IBM Security® QRadar® XDR

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Empowering businesses through innovative cybersecurity solutions, we envision a digitally resilient future for India. With IBM Security® QRadar® XDR, we commit to safeguarding data integrity and fostering a secure ecosystem, fortifying businesses against evolving cyber threats. Together, let's forge ahead, ensuring a fortified digital landscape for a thriving and secure tomorrow



# ACKNOWLEDGEMENTS

We extend our heartfelt appreciation to the entire team at IBM whose dedication, expertise, and collaborative spirit were instrumental in the success of this campaign for IBM Security® QRadar® XDR. We also acknowledge the support and cooperation extended by all stakeholders involved, whose contributions were pivotal in achieving remarkable outcomes. Their unwavering commitment and collective efforts played a significant role in shaping this successful endeavor

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*Lets Walk The Journey Together!*

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