

# Case Study: Modulr



Modulr partnered with Accountancy Age over 2022 to support their commercial growth targets. Modulr needed a partner that could provide them with a steady stream of sales qualified leads that could help them grow. Through partnering with Accountancy age Modulr was able to increase brand awareness and gave them that channel they needed to provide high quality sales qualified leads fitting their ICP, which was mid tier accountants in the UK.

## CHALLENGE

Modulr worked with Accountancy age as they were wanting to:

- Push the Modulr brand out there and getting in front of the right people that fit with their ICP. Whilst, increasing their brand exposure to accountants, helping them discover the Modulr 'hidden gem and developing key relationships with established practices with an 'always on' approach.'
- Spread brand awareness whilst allowing Modulr to be by their audience as a leading payments as a service provider.
- Modulr were needing an alternative channel that would provide them with the high-quality leads that would help them achieve their growth targets for 2022.

## SOLUTION

- ✓ Modulr worked with a dedicated customer success manager and our specialised content team to get their most important platform features in front of the right audience.
- ✓ Through the Modulr partnership and their association with Accountancy age Modulr were able to be seen by the Accountancy age community as a trusted provider in their field.
- ✓ The use of a number of different marketing campaign assets Modulr was able to generate high quality leads to help support their 2022 lead generation targets.

## RESULTS



AccountancyAge

# Lead Delivery:



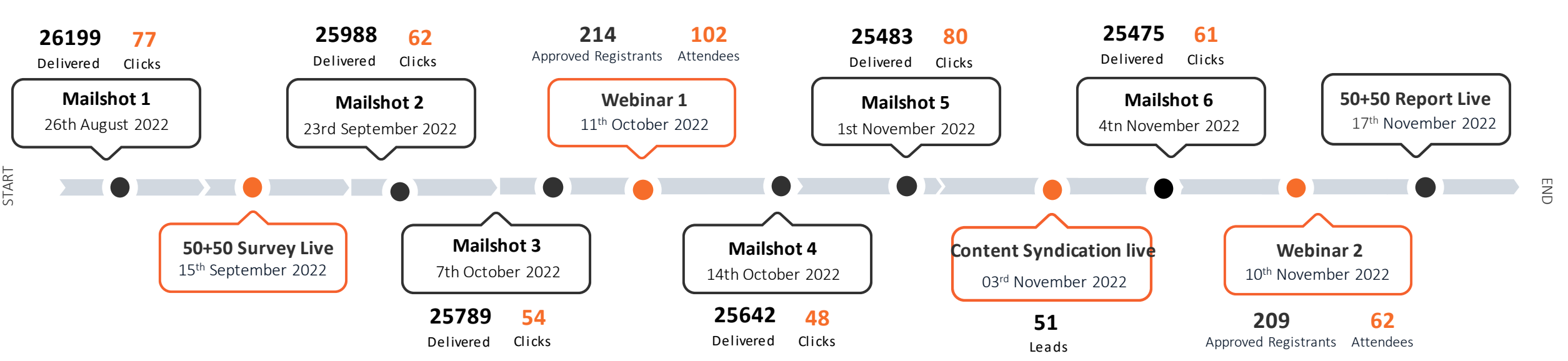
**Four Month Campaign**  
August 2022 - November 2022

**423**

Registrants

**164**

Attendees



NPS Score= **+10**