

Case Study: Xero

Xero worked with Accountancy Age throughout 2022 to support them with their lead generation efforts and supply them with engaged, targeted sales qualified leads. Xero was looking for an alternative channel that would provide these leads, at an attractive acquisition cost, to drive forward their 2022 growth targets.



AccountancyAge



CHALLENGE

Xero worked with Accountancy age are they were wanting to:

- Reinforce Xero's position as a leader in the accountancy field throughout the financial year.
- Help position Xero as the go to solution in this space by demonstrating thought leadership through different channels.
- To generate a regular and sustained stream of leads being a good match for their ICP throughout the campaign.



SOLUTION

Xero worked with a dedicated customer success manager who was with them throughout the whole delivery of the campaign who coordinated their campaign with regular status updates and who ensured Xero's platform was able to get in front of the right audience.



Through lead generation webinars, mailshots and newspaper banners, highly engaged targeted leads that matched Xero's ICP were generated.



RESULTS

948

Accounts Delivered

1003

Leads Delivered

Lead Delivery:



Ten Month Campaign

Jan 2022 - October 2022

372

Registrants

159

Attendees

