

SIEMENS

CASE STUDY:

Siemens Digital Industry Software





Introduction

Jennifer Piper is Marketing Director at Siemens Digital Industries Software, which specializes in 3D & 2D Product Lifecycle Management software.



Siemens has a unique history, and over 175 years experience inventing and innovating technologies globally.

Recent achievements include multiple recognitions from Forbes, Fortune, Fast Company and others, including Fortune's 2022 World's Most Admired Companies list and Fast Company's 'World Changing Company of the Year'.

Jennifer Piper discusses Siemen's success with GlobalData Marketing Solutions' lead generation and brand awareness campaign.

The Challenge

Siemens Digital Industries Software were interested in lead generation and brand awareness results.

Jennifer Piper, Marketing Director at Siemens Digital Industries Software:

“A big part of our work is identifying what problems our buyers are facing and how our solution can help them to solve it. We work on and execute highly targeted campaigns.

In order to get the best ROI for our efforts, we have to make sure that we’re reaching the right buyer.”

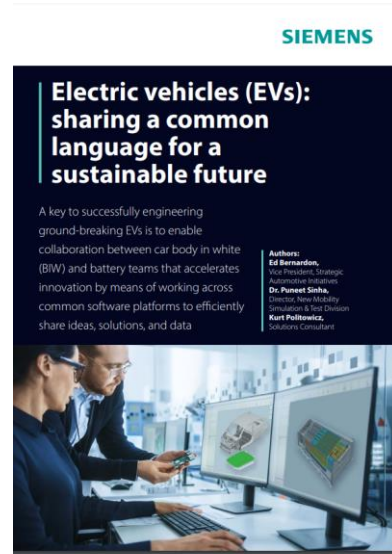


The Strategy

Jennifer Piper, Marketing Director at Siemens Digital Industries Software:

“We identified a group of customers who we wanted to target with the creation of our microsite and whitepaper. “

Siemens decided on a targeted GlobalData Marketing Solutions content campaign designed to attract and convert quality leads.



How VMS Works

GlobalData Marketing Solutions is an end-to-end marketing platform that brings together data, insight and intelligence; content creation and distribution; lead monitoring and prospect development.

It targets specific audiences by job title- over 500,000 companies spanning six sectors. It then provides a detailed background on brand awareness & leads generated, their business intelligence, regions, contact details and much more.

GlobalData Marketing Solutions includes strategy development, audience identification, tailored content creation and performance analytics.

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GlobalData Marketing Solutions has helped us to reach our target market and increase brand awareness about our solutions and services.

The Results

Brand Awareness & Lead Generation:

Since 1st May 2022, the GlobalData Marketing Solutions campaign has achieved 194 targeted leads and 16, 891 page views.

Jennifer Piper, Marketing Director at Siemens Digital Industries Software:

“With the help of GlobalData Marketing Solutions, we were able to bring in a number of leads from our target market, which we can now direct to our sales team.

We therefore feel strongly that GlobalData Marketing Solutions is a great platform to reach our target market and to attract the right customers for our solutions.”



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We therefore feel that GlobalData Marketing Solutions is a great platform to reach our target market and to attract the right customers for our solutions.

GlobalData employs 3,500 developers, data scientists, analysts, award-winning journalists, editors and researchers, working in 23 offices worldwide and serving 4,500 clients in over 160 countries.

Powered by  GlobalData.