

\$72K
**ADDITIONAL
REVENUE**
GENERATED FOR
MSP **WITHIN 3**
MONTHS





OVERVIEW

The client, a leading MSP in the United States, partnered with Annex IT to transform their sales and marketing strategy. Through a data-driven approach focused on PPC campaigns, Annex IT helped the client optimize their lead generation, resulting in a remarkable surge in high-value clients.



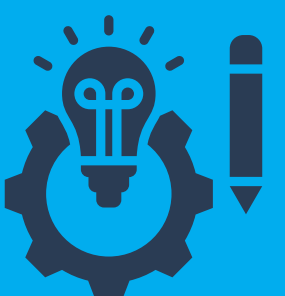
INITIAL SITUATION

The client is a MSP and IT consultancy specializing in managed IT services such as device management, service desk, identity & access management, warehousing as well as additional services. The client aims to grow sustainably through efficient processes, a strong growth partner, and consistent client acquisition.



CHALLENGES FACED

Prior to the collaboration, The client struggled to effectively reach and engage their target audience. They lacked a cohesive marketing strategy and faced difficulties in generating qualified leads.

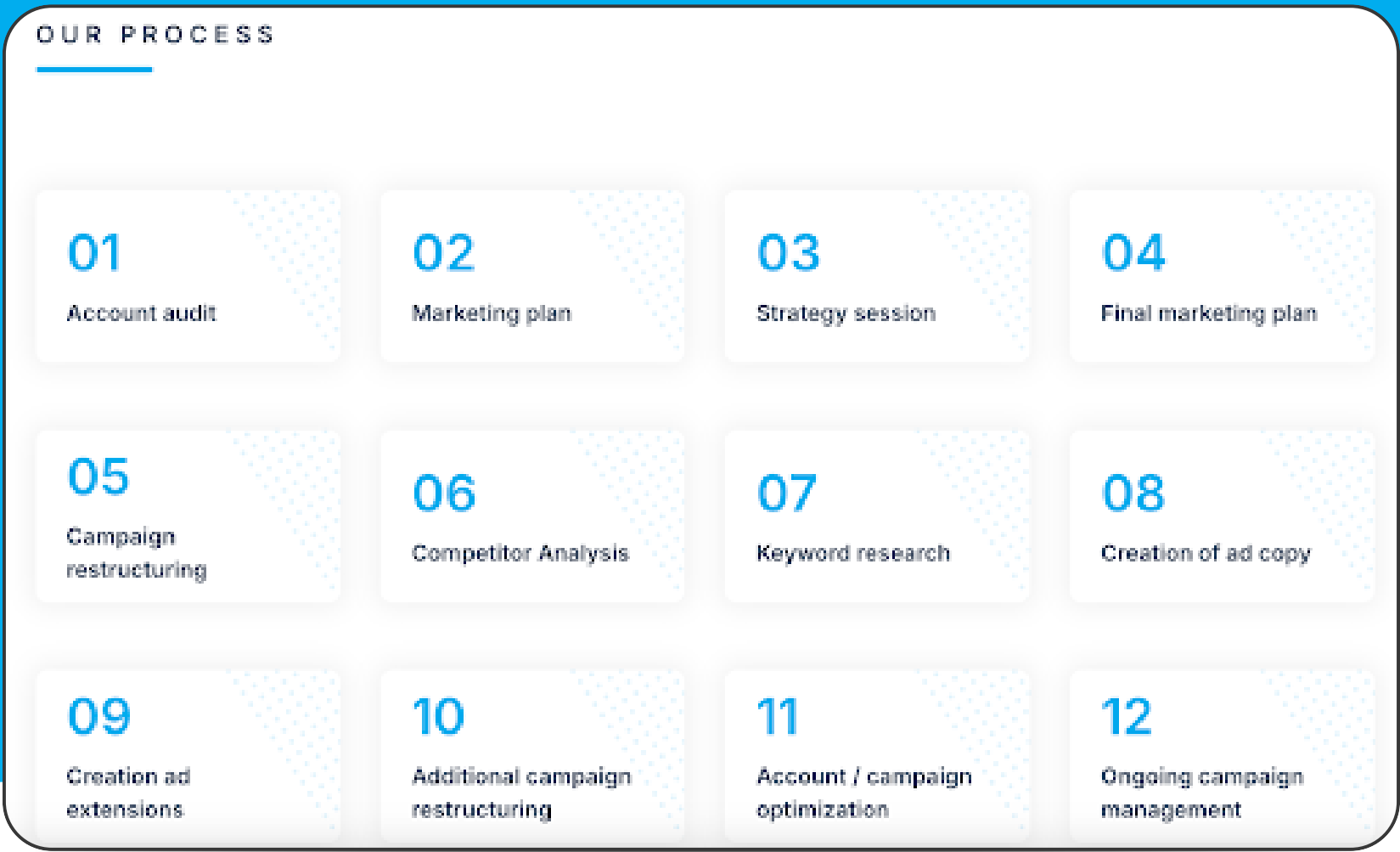


OUR APPROACH

Defined the target audience precisely, and audited their marketing efforts and target market to establish a strategic marketing strategy through managed PPC campaigns.

ANNEX IT'S TAILORED SOLUTION

Leveraging their expertise in B2B sales and marketing, the Annex IT team devised a comprehensive strategy to help the client streamline their lead generation and nurturing processes. This included targeted account-based PPC marketing, personalized outreach, and the implementation of data-driven decision-making.



RESULTS

- ✓ **9 new decision-maker meetings/month**
- ✓ **2 contracts signed within 4 months**
- ✓ **\$72k in additional revenue in 4 months**





Within just 4 months, Annex IT's efforts led to an increase in the MSP's client base, with several high-profile companies in various sectors joining their roster. This growth translated to a significant revenue boost for the client, solidifying their position as a trusted partner for their target market.

CLIENT FEEDBACK

“Professional and transparent advertising yielding 8-10 appointments monthly.”

~ Managing Director