

HYPERSCALEZ

CASE STUDY - MERCER METTL



Prepared by

HYPERSCALEZ

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Company

Overview

2009
FOUNDED

200+
INTEGRATIONS

600+
EMPLOYEES

10
AWARDS

HQ
HARYANA

4000+
CLIENTS

Client Background: Mercer | Mettl

Mercer Mettl, a renowned player in the Human Resource Management System (HRMS) sector, specializes in offering innovative solutions tailored for talent assessment and hiring optimization. With a global presence, Mercer Mettl has emerged as a leader in providing cutting-edge tools and platforms designed to streamline the recruitment process, enabling organizations to identify and acquire top-tier talent seamlessly.

CAMPAIGN OBJECTIVE
GENERATING 250 ABM
LEADS WITH BANT
QUALIFICATION:

Mercer Mettl sought to execute a targeted Demand Generation campaign aimed at securing 200 Account-Based Marketing (ABM) leads from the APAC market. The focus was on engaging key HR titles within organizations, including Talent Assessment Heads, Talent Acquisition Heads, L&D professionals across various levels, HR Heads, and strategic decisionmakers. The targeted companies were those with 200+ employees and revenues exceeding 10 million dollars.

Project Overview:

CAMPAIGN TYPE: BANT LEADS

REGION: APAC

TOTAL LEADS: 250

ABM ACCOUNTS: 1000

ICP: Human Resource Decision Makers

PARAMETER: Open Industry, 10Mn+ Revenue

Mercer Mettl Challenges:

1) Lead Qualification:

Identifying and engaging high-quality leads for the new assessment tool was challenging for Mercer Mettl. They struggled to find prospects who were genuinely interested and likely to convert. This made it difficult to build a strong pipeline and drive sales effectively.

2) Market Awareness:

Raising awareness about the new assessment tool was a major challenge for Mercer Mettl. Effectively communicating its benefits in a crowded market proved difficult. This made it hard to stand out and attract attention from potential clients.

3) Outbound strategy:

Crafting compelling outreach materials and optimizing the outbound strategy was a significant challenge for Mercer Mettl. Engaging decision-makers and influencers effectively proved difficult. This hindered their ability to drive meaningful interactions and conversions.

What we did:

4000
New leads added

50%
Open rate

250
BANT Leads

10%
Reply rate

Hyperscalez Strategy:

Brand awareness:

Through targeted marketing campaigns and strategic content creation, Hyperscalez increased visibility for Mercer Mettl's new assessment tool, clearly highlighting its benefits and differentiating it from competitors.

Enhanced Lead Qualification

Hyperscalez implemented advanced lead qualification strategies, utilizing the BANT framework and targeted data analytics to identify and engage high-quality leads. They manually verified leads to ensure that only genuinely interested prospects were pursued. This approach streamlined the process and focused efforts on the most promising opportunities.

Omnichannel strategy:

Hyperscalez crafted personalized email templates and call scripts, and executed an omnichannel outreach strategy to effectively engage decision-makers and influencers, ensuring a higher rate open, reply and interactions rate.

Overall Results from the BANT Campaign:

250
BANT LEADS

1.5M
PIPELINE VALUE

15
SQL

2
DEAL CLOSED

Highlights from the Campaign:

- Generated 250 high-quality leads through targeted qualification efforts.
- Secured 15 sales-qualified leads, significantly improving the lead-to-sale conversion rate.
- Achieved a \$1.5M pipeline value, reflecting strong market interest and potential revenue.
- Closed 2 deals, demonstrating the effectiveness of the campaign in driving successful sales.
- Increased brand visibility and market presence for Mercer Mettl's new assessment tool.

Conclusion:

The BANT campaign by Hyperscalez effectively addressed Mercer Mettl's challenges with their new assessment tool by enhancing lead qualification, boosting market awareness, and optimizing the outbound strategy. The campaign's success is reflected in the substantial number of high-quality leads, significant pipeline value, and successful deal closures, showcasing the tool's strong market impact and the overall effectiveness of the strategic approach.

Get in Touch

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