

Drawing from Adobe's contact database

"ITTS PROVIDED INVALUABLE ADVICE AND GUIDANCE TO ENSURE OUR EVENTS WERE WELL ATTENDED BY THE RIGHT PEOPLE"

JAYNE BIRCH, FUNCTIONAL MARKETING MANAGER, ADOBE SYSTEMS INC.



Adobe

The Company

Adobe Systems Incorporated offers a comprehensive line of software for enterprise and creative professional customers. Its products enable customers to create, manage, and deliver visually rich, compelling, and reliable content

The Challenge

Adobe planned to run a series of industry focused customer events throughout the U.K. and wanted to ensure they were well attended. The objective was not just to achieve the targets set but to make sure the right contacts attended.

The Outcome

ITTS was able to advise Adobe on the best format for the events. Using their experience, ITTS assisted Adobe in identifying the target companies and the right level of contact within each organisation. In addition to sourcing the data, ITTS managed the registration and follow up process. By contacting individuals directly, ITTS was able to position the event correctly and significantly increase the number of registrations. As a result all the events were well attended, and by using the services of ITTS, Adobe was able to attract the senior decision makers they wanted.

Why ITTS?

ITTS's Delegate Management service enables organisations to outsource the response management for events as well as the lead generation services for follow up. By working with ITTS, clients can be confident that not only is the customer handled professionally throughout the whole invitation process but that any interest shown is captured and followed up. This ensures you maximise your return on the investment made in running events.

"ITTS provided excellent support throughout the whole project. Everything ran smoothly and we achieved the targets set. We valued ITTS' experience and they were able to advise us on how best to generate the response we wanted."



telemarketing

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