



CASE STUDY: LIFERAY(ANZ)

Turning Zero Leads into High-Quality BANT Opportunities

DATA-BACKED, OMNICHANNEL STRATEGIES
FOR HIGH-CONVERTING B2B LEADS



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INTRODUCTION

Sometimes, it takes a fresh perspective to unlock growth.

*That's exactly what happened when **TheLeadCrafters' Managing Director proactively reached out to Liferay's Marketing Director**—a timely move that made all the difference.*

*Liferay, despite having a strong digital product and a well-established brand, was facing a critical challenge: generating **High-Quality Leads (HQL)** and **BANT-qualified leads** in the **Australia–New Zealand (ANZ)** region. Their marketing efforts weren't translating into enterprise-level pipeline opportunities, and their sales team was feeling the gap.*

*They weren't actively seeking outside help—but they **needed it**.*

*Recognizing this opportunity, **TheLeadCrafters stepped in**. We showcased our proven expertise in lead generation, and the timing couldn't have been better. What started as an outreach conversation quickly turned into a strategic partnership that delivered measurable impact.*



OBJECTIVE

After an initial discovery call with Marketing Director Casey Robilliard, TheLeadCrafters took on the challenge to:

- Deliver **BANT-qualified leads** (Budget, Authority, Need, Timeline) from companies with **500+ employees** in the **manufacturing** and **information technology** sectors.
- Work strictly with a **target account list** and **suppression list** to ensure zero overlap or lead duplication.
- Build a campaign that would not only fill Liferay's pipeline but also improve sales efficiency with actionable insights.



THELEADCRAFTERS' APPROACH

We Found the Gap

Liferay's in-house efforts were going nowhere. There was no lead flow and conversions, and a complete absence of high-intent prospects. TheLeadCrafters didn't wait to be asked—we saw the problem and pitched a roadmap to fix it.



THE LEADCRAFTERS' APPROACH

Data First, Always

Instead of jumping into outreach, we built a **clean, compliant, and fully verified database**—filtered by region, employee size, industry, and matched to Liferay's target accounts. Suppression list? Fully respected. Every contact was mapped with buying role and relevance.



THE LEADCRAFTERS' APPROACH

Intent-Driven Outreach

Once the data was in place, we executed an **email marketing campaign** focused on value, relevance, and intent. Every touchpoint was benchmarked to provoke engagement—case studies, personalization, and pain-point targeting.



THE LEADCRAFTERS' APPROACH

Smart Calling – Not Cold Calling

Here's where the magic happened. We didn't randomly call. We tracked email clicks, opens, and intent behaviour, then launched human-to-human calling only on engaged prospects. This blend of automation and manual expertise turned cold leads into live opportunities.



LEAD GENERATION FUNNEL

Metric		Result
Emails Sent	➤	7547
Opens	➤	1870
Clicks	➤	965
Calls Made	➤	712
Live Conversations	➤	588
Final BANT Leads	➤	120
Timeframe	➤	6 Weeks



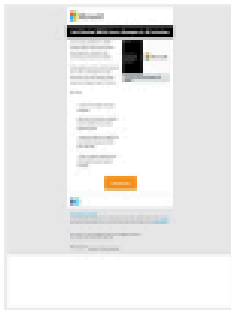
Overview

Activity Details

Link Performance

Geolocation

Overview



Sent

Mar 07 2025, 12:15 AM

[View Lists](#)

From Name

Content-Lead

Subject Line

Get Started With Azure Synapse in 60 minutes

Preview Text

Get Started With Azure Synapse in 60 minutes

7547

Total Contacts

1870

 Opens

965

 Clicks

2354

 Bounces

16

 Unsubscribes

CLIENT FEEDBACK

Casey Robilliard

MARKETING DIRECTOR, LIFERAY (ANZ)



“We were honestly stuck. TheLeadCrafters didn’t just help us generate leads—they helped us build a machine. Their process, precision, and hustle were unmatched. For the first time, we had sales-ready conversations flowing from APAC. Hats off to the team!”

WHAT MADE THIS CAMPAIGN STAND OUT?

- **Data Excellence:** No scraped garbage—just clean, verified enterprise decision-makers.
- **Suppression-Aware Execution:** No duplication, no fatigue—just respectful outreach.
- **Intent-Driven Lead Gen:** Why call everyone when you can call those who care?
- **Agile Strategy:** Weekly reporting, fast optimization, real-time learning loops.
- **Conversion-First Thinking:** Every action was focused on making life easier for Liferay's sales team.



CONCLUSION

From **zero pipeline** to **120 qualified BANT leads** in just 6 weeks, TheLeadCrafters turned Liferay's APAC campaign around with precision, passion, and a performance-first approach. This wasn't just a lead gen win—it was a full-blown **pipeline resurrection**. And the best part? The model is now scalable for future regional expansion.





**YOUR COMPETITORS
ARE ALREADY SCALING**

Thank You for Your Attention



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