Case Study: Mindtree Solutions

DRIVING HIGH-QUALITY MQLS & 3X ROI VIA EMAIL MARKETING & CONTENT SYNDICATION

Client Overview

Client: Mindtree Solutions

Industry: B2B SaaS – Enterprise Communication Software

Target Audience: IT Decision Makers, CIOs, Procurement Heads

Region: North America & Europe

Campaign Duration: 6 Weeks

Goal: Build a high-quality top-funnel pipeline to drive MQLs and improve ROI

The Challenge

Despite strong product-market fit, the client faced:

- Low-quality leads from internal efforts
- Limited channel reach and brand visibility
- Poor MQL to SQL conversion rates
- High acquisition cost without buyer intent clarity

They needed a **scalable lead gen model** focused on **qualified decision-makers** with real buying intent.

The Solution

Content Syndication at Scale

- Partnered with **8 Tier-1 B2B Tech Platforms** (TechTarget, CIO.com, Spiceworks)
- Promoted: **Whitepapers, Industry Reports, Compliance Checklists**
- Filters:
  - **Job Roles:** CIOs, IT Directors, Heads of Procurement
  - **Company Size:** 500+ employees
  - **Industries:** Tech, Finance, Healthcare
  - **Regions:** NA & EU
  - **Intent Signals:** Keywords tracked via Bombora & G2

The Solution

Intelligent Email Marketing

Built **4-Step Email Drip Nurture Sequences:**

- Personalized follow-ups based on content engagement
- ROI calculator, demo CTAs, and customer stories

Used **dynamic content blocks** for tailored messaging based on:

- Job title
- Industry
- Asset interaction & behavioral triggers (clicks, downloads)

Lead Qualification Strategy

We implemented a custom MQL Scoring Framework:

Criteria	Points
✓ Content Downloads	10+
✓ Role Fit	20+
✓ Company Size Match	15+
✓ Email Engagement	5 to 10

MQL Threshold: Score of 60+

All contacts were **GDPR-compliant, verified, and double opt-in.**

Campaign Performance

| KPI	Result
Total Leads Generated	2,850
MQLs Delivered	2,030 (71%)
Qualified Pipeline Value	$2.3M
Average CPL	$32
Email Open Rate	37.2%
CTR	6.8%
MQL to SQL Conversion	45%+
Campaign ROI	3.2X

Key Takeaways

- Top-funnel ≠ low intent when content is relevant and targeted.
- Lead nurturing is critical to convert interest into sales conversations.
- Intent + Engagement Data = Smarter MQL Qualification
- Focus on quality over volume improves sales productivity and ROI.

What's Next

- Rolled out campaign extension to **APAC**
- Introduced **interactive assets** like ROI tools and webinars
- Deployed **account-based retargeting** for non-converting MQLs

The Lead Crafters
Campaigns that connect.

Mindtree
it solutions
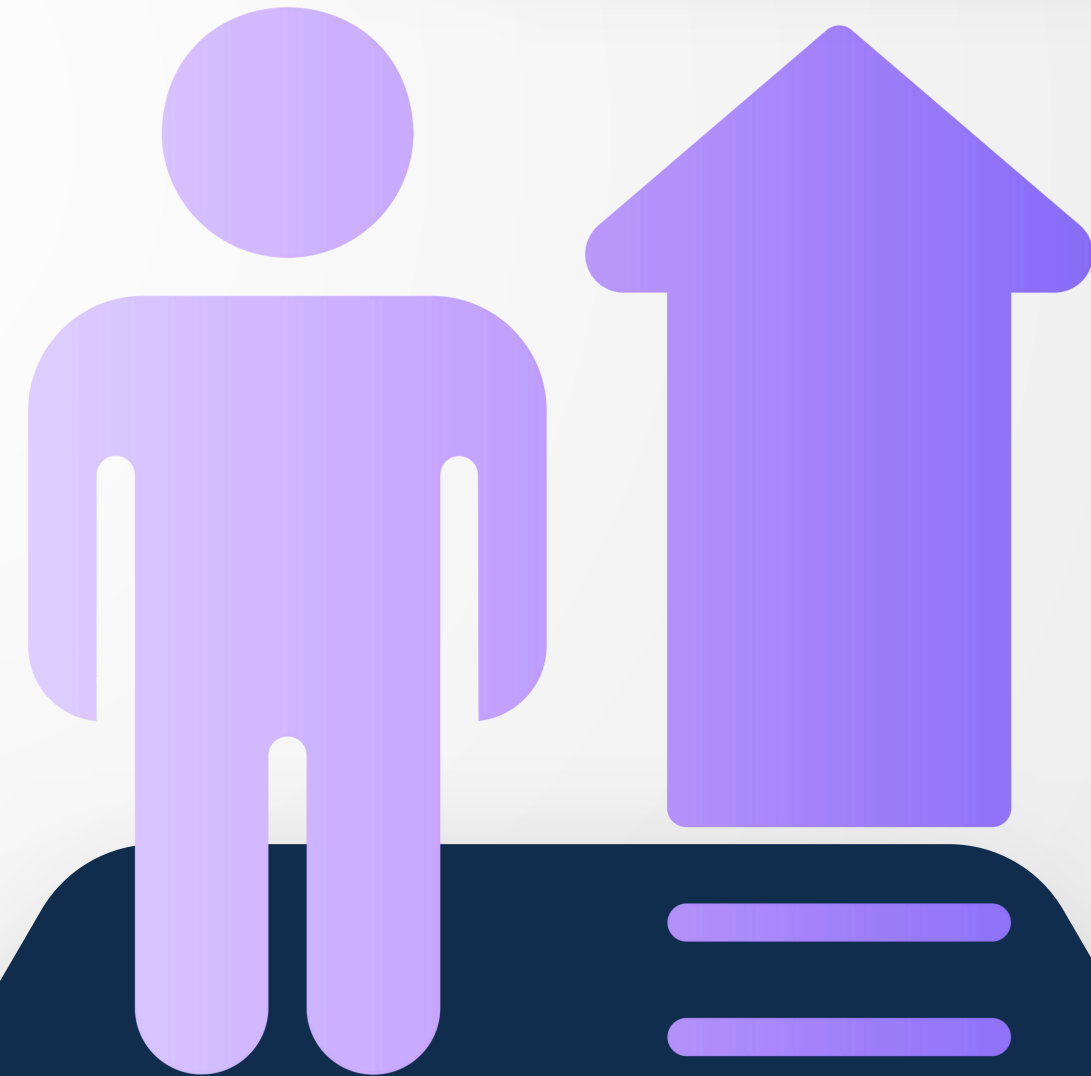
LET'S TALK

Is your pipeline next?

📞 +91 84079 85787

🌐 www.theleadcrafters.com

✉ info@theleadcrafters.com

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