

# CASE STUDY : Precision Lead Generation for Advanced Semiconductor Solutions

## CLIENT

Manufacturer of ALD equipment and anti-corrosion solutions



## INDUSTRY

Semiconductor and related Technologies



## PRODUCTS

ALD equipment and anti-corrosion solutions



## TARGET GEO

Global



## BUSINESS OBJECTIVE

Our client, a leading manufacturer of ALD equipment and anti-corrosion solutions for the semiconductor industry, aimed to amplify their global outreach. The goal was to strategically identify and engage decision-makers and influencers within engineering and materials segments across semiconductor fabrication plants (FABs) and Original Equipment Manufacturers (OEMs) worldwide. The focus was on entities involved in producing advanced nodes from 7nm to 3nm and those providing essential coating and cleaning services, to establish connections that drive adoption and testing of our client's cutting-edge solutions.

## OUR SOLUTION

- Collaborated closely with the client's team through a leading work management platform, fostering a deep understanding of the applications of ALD solutions across the semiconductor and battery industries
- Executed targeted searches in key locations, focusing on semiconductor fabrication plants and OEM manufacturing sites, to identify engineers with a high affinity for adopting and testing our client's solutions
- Employed a combination of technology and manual research to meticulously aggregate manufacturing specifications, ensuring a focus on facilities with the greatest potential for engagement

## OUTCOMES



**Significant Lead Increase:** Achieved 30% more leads among semiconductor and battery industry leaders, resulting in a 20% sales increase in six months through precise targeting and industry insight



**Enhanced Marketing Efficiency:** Leveraged custom automation and analytics to improve marketing operations efficiency by 25%, reducing customer acquisition costs by 15%, and increasing customer engagement by 40%



**Strategic Partnerships and Market Expansion:** Fostered strategic partnerships that expanded market share, directly contributing to a 25% growth in new business acquisitions and a notable expansion in the client's industry footprint



**Optimized Campaign ROI:** Through micro-segmented campaigns and iterative audience development, maximized campaign ROI, leading to a 30% increase in engagement rates and more effective lead generation strategies