COGNITION

Strategic Account Intelligence: Transforming the Reverse Mobile Supply Chain with Advanced Analytics

CASE STUDY

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COGNITION

CLIENT

Industry Leader in Robotics and Automation Software for the Mobile Device Supply Chain

INDUSTRY

Reverse Mobile Device Supply Chain

PRODUCTS

Robotics and Automation Software

TARGET GEO

Global

BUSINESS OBJECTIVE

A foremost provider in the reverse mobile device supply chain sought to deepen insights into their key accounts, specifically within Third-Party Logistics Providers (3PL), Mobile Network Operators (MNOs), and Mobile Virtual Network Operators (MVNOs). The goal was to map out decision-making structures to inform growth strategies and maximize annual recurring revenue across their portfolio.

OUTCOMES

Implemented strategic solutions pinpointing industry decision-makers, boosting conversion rates by 25% and increasing pipeline value by $5M within the first year through targeted key account insights

Market Reach Expansion: The analysis pinpointed a sizable market, yielding a 20% annual reach growth, with customized strategies leading to a 40% uptick in solution adoption among target accounts

Empowered Commercial Teams: Actionable insights led to a 30% increase in client engagements, directly impacting sales strategies and outcomes

Scale: Expanded intelligence solution to 100+ more firms, enhancing strategic impact and strengthening client trust

OUR SOLUTION

Strategic Account Mapping: Leveraged advanced marketing automation and analytics to refine Ideal Customer Profiles (ICP) and implement a comprehensive lead scoring system. This approach enabled a deep dive into existing key accounts to delineate primary personas and uncover additional potential contacts within the account's ecosystem

Market Expansion: Executed a detailed market sizing and segmentation exercise, uncovering a total addressable market of 800 MNOs and 1250 MVNOs. This strategic analysis provided essential insights to underpin the client's global initiatives, focusing on industries predisposed to adopting robotics and automation solutions

Scalable Engagement: Achieved a consistent output of mapping and delivering actionable intelligence for 30 key accounts weekly, thereby enhancing the efficiency and effectiveness of client engagement strategies. This scalable model was adeptly aligned with the client's ambitious global expansion plans and industry-specific targeting