

Concep Case Study

The Company



Business and Systems Aligned. Business Empowered.™

BearingPoint, formerly KPMG Consulting, Inc., is one of the world's largest management and technology consultancy practices. They operate from over 130 offices across approximately 40 countries, including the United Kingdom and Ireland. BearingPoint provides strategic consulting, application services, technology solutions and managed services to Global 2000 companies and government organizations. They help customers achieve results by identifying mission critical issues and implementing innovative and customized solutions designed to generate revenue, reduce costs and access the right information at the right time.

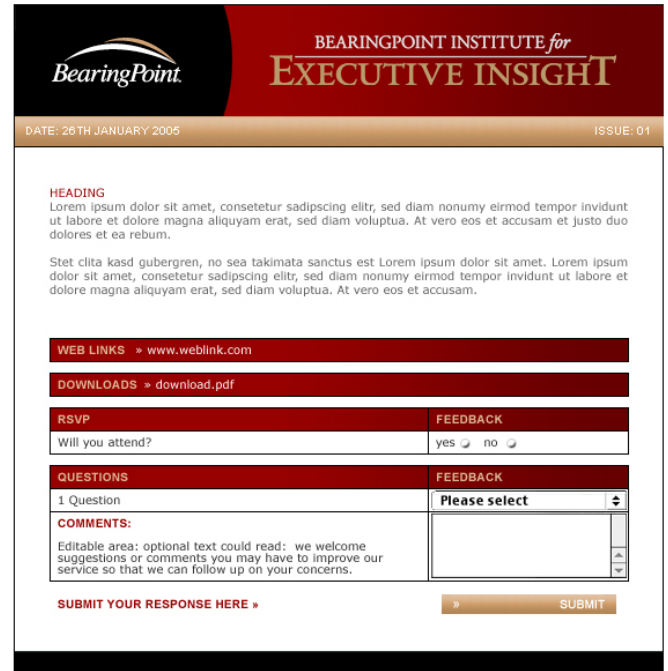
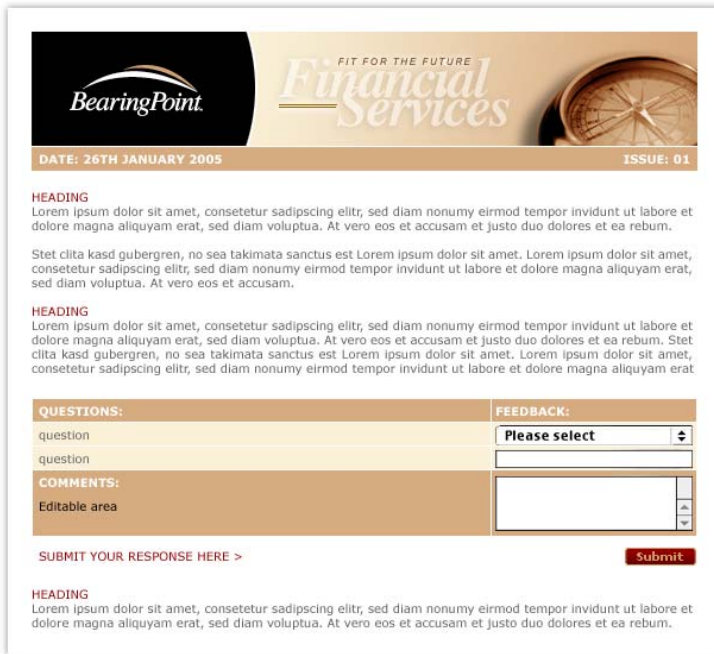
The Pain

BearingPoint produce a number of key industry reports, surveys and thought-leadership pieces, previously sent to clients and prospects in hard copy format. The process was time consuming with no clear understanding of the level of interest shown in the articles or whether the publication had been received by the recipient at all. No feedback mechanism meant BearingPoint had no effective method of collecting intelligence from the audience they were communicating with, no way of understanding the type of content certain audiences were interested in and therefore difficulty following up with them directly.

The Solution

Working in conjunction with BearingPoint, Concep developed a communications programme designed to deliver an interactive email newsletter directly to various prospects and clients with key market content. For example, one specific campaign was designed to increase the awareness surrounding the specific issue of Continuous Linked Settlement, to their target audience whilst developing a two-way dialogue with them. The professionally branded interactive email was delivered directly into the recipient's inbox, with interest generated via a short introductory synopsis linking to the full presentation. The Concep campaigner reporting functionality allowed BearingPoint to gauge the interest generated by the CLS research report and identify plausible follow up opportunities. Complete interaction reports were sent to a selection of consultants highlighting a number of individuals who had successfully interacted with the CLS article and therefore considered appropriate to follow-up.

Email design below :



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The Results

The campaign in total was sent to 40 highly specific recipients with the report receiving an impressive total of 53 clicks. BearingPoint was able to set up over ten meetings and generated over £900k worth of business directly from the CLS campaign. The campaign success highlighted the importance of appropriate content delivered professionally through a direct and highly relevant channel considering the target audience.

BearingPoint now sends out a monthly thought leadership campaign to all clients and prospects demonstrating the effectiveness of email as a targeted communications channel.