

MHI Media

How did we manage to book 41 meetings in just 60 days?

Fypion – Marketing & Consulting

This is the high-level overview of the entire project in one slide. The rest of the deck goes deeper into details.

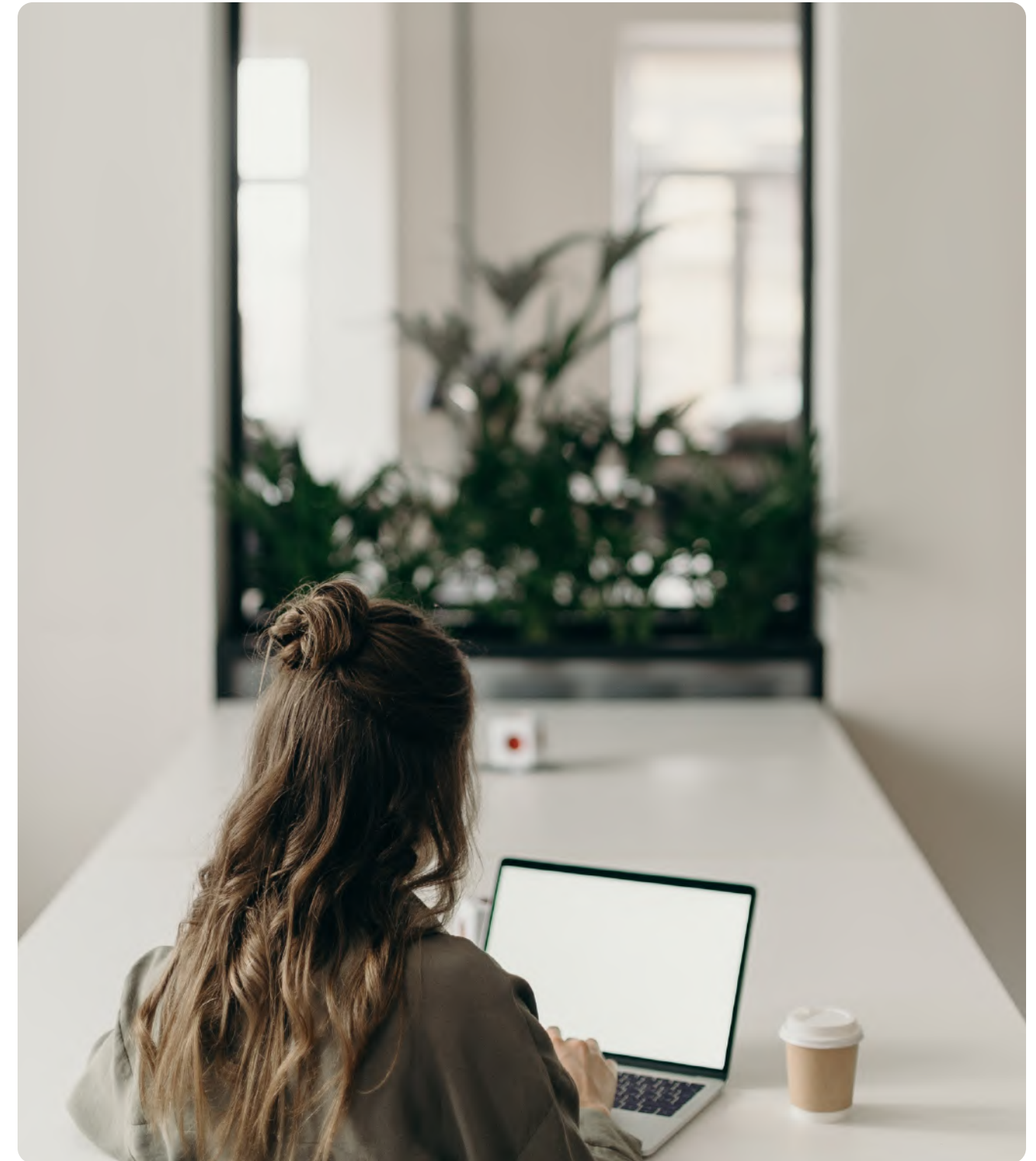
High-level details

- In two months, they closed several clients.
- Our programmatic ABM technique generated a total of 41 meetings and many MQLs in the pipeline.
- Multiple prospects in the purchasing persona may be closed following further targeting.

Background

About the project

MHI Media is a marketing agency based in the UK and helps eCommerce businesses scale faster with paid media, CRO, and email marketing. People all over the world spend a lot of time on the internet, whether a few hours at once or periodically throughout the day. This means there are billions and billions of eyes constantly scrolling through posts, videos, photos, status updates, and, yes, advertisements and doing business online. When it comes to company, growth, and revenue metrics are critical to staying afloat in a difficult industry.



Name

MHI Media

Industry

Marketing and Advertising

Size

6+

The challenge



Since launching MHI Media a few years ago, they've gone through a slew of data intelligence products (Snov.io, Hunter.io, Lusha, Uplead), all of which they eventually discovered to be untrustworthy in terms of giving accurate B2B information to the point where they couldn't depend on them entirely.

Another factor to examine was the cost-to-scale ratio. The numbers game used to be rather weak because all of the tools had limited credits and were expensive, particularly Zoominfo.

Even after performing customized email marketing, booking rates remained low.

They wanted more meeting with qualified prospects.

What is your company doing overall?

Programmatic ABM, Leveraging technology to tailor marketing campaigns for specific named accounts at scale

Why did the client decide to work with you?

Our confidence in our solutions

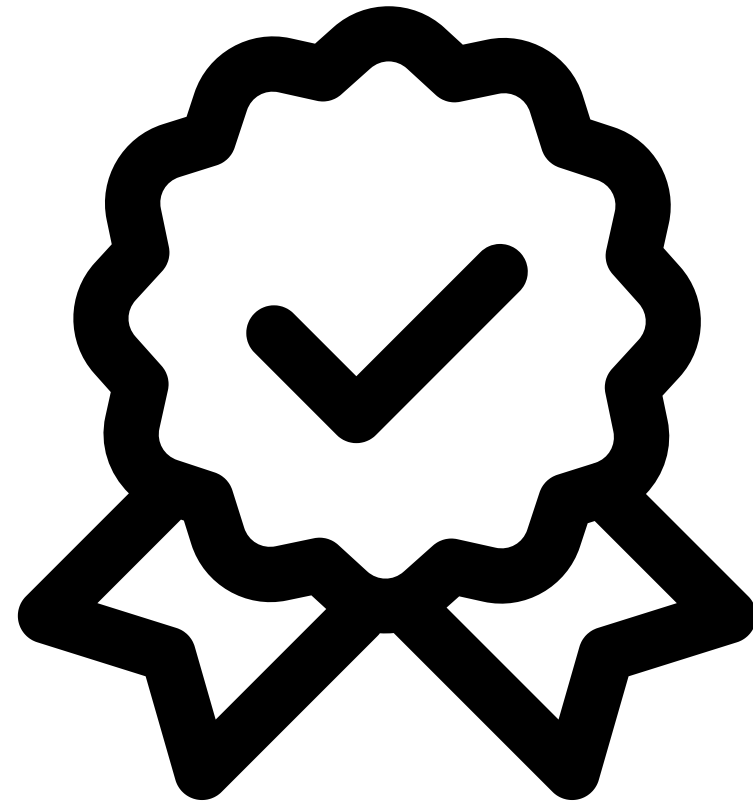
Our in-depth grasp of how things work

Our commitment to their advancement

We provide a four-week money-back guarantee*

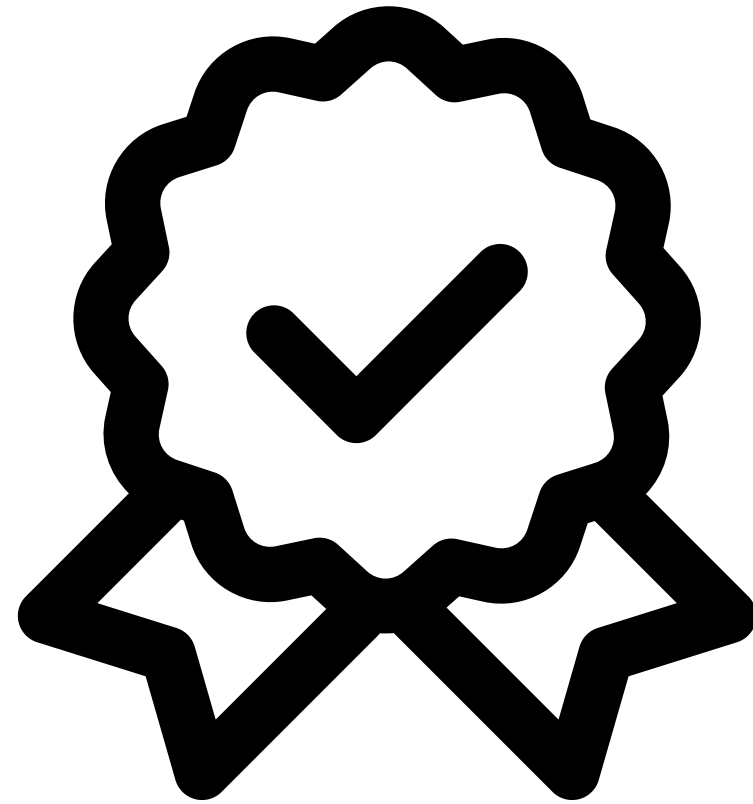
*Applicable Terms and Conditions

What we've done



Overall description

We handled the problem with data by utilizing our trusted sales intelligence tools, and our team personally verified them all, eliminating unqualified or unreachable prospects and locating correct B2B information. We used the Programmatic ABM technique to tackle the cost-to-scale ratio challenge, which lowered the number/quantity game while increasing the quality game.



Overall description

Everything related to pre-sales was managed by us, including domain and IP reputation management, email copywriting and case study preparation, email warmup, ICP building and prospecting, prospect research, and lastly objection handling and conversations.

	Programmatic ABM
About the approach	Leveraging technology to tailor marketing campaigns for specific named accounts at scale
Marketer-to-account ratio	One-to-many
Primary objectives	Sales Qualified Lead
Nature of collaboration with sales	Coordination with sales leadership and sales operations
Top tactics	Email marketing

Results

Accounts Targeted

+2000

Discovery Calls Booked

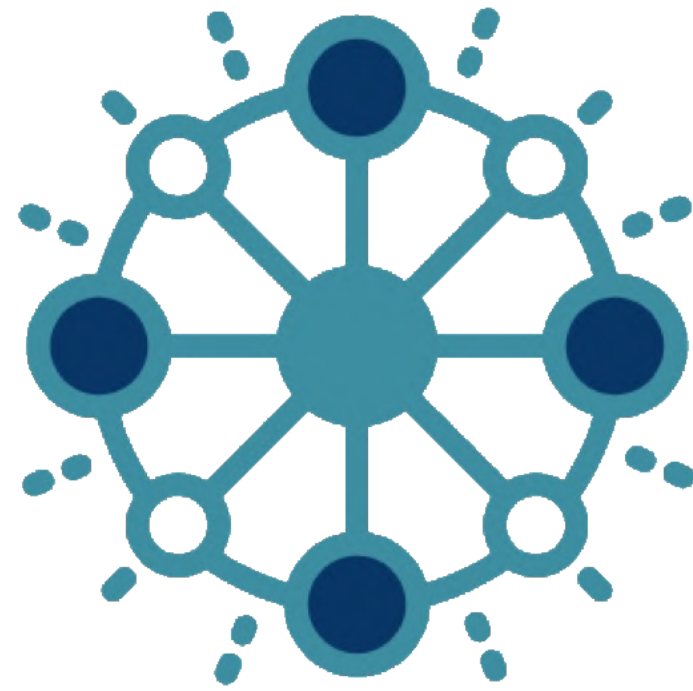
+41

“

Fypion generates virtually a lot of our revenue. It's our go-to guide. Since partnering with fypion, we've seen a great ROI. They've got some skills!



Jordan
Founder at MHI Media



Thank you

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