

## IDC ACCELERATOR SUCCESS STORY

# Analyst Brief and Lead Generation

### Challenge:

This industrial software seed stage company decided to work with an analyst firm for the first time.

After briefings with many firms, they decided to partner with IDC because of the firm's deep domain knowledge in the industry. The company wanted to increase market awareness and educate prospects about their solutions and unique value proposition. The company also wanted to increase pipeline and lead flow.

### IDC Solution:

The company decided to join the IDC Accelerator Program and purchase the Lead Pack Add-On option to complement their IDC subscription and analyst brief. They were looking for a good amount of engagement and ultimately business growth.

### Outcome:

Since the asset launched in May 2022, the IDC Analyst Brief with Leads Pack has influenced \$152,000 in revenue, a 15x return on the company's investment in 15 months.

Moreover, the brief has influenced \$323,000 in the total pipeline, of which \$222,000 is still outstanding with the potential to close in the next 12 months.

The company has since transitioned from the IDC Accelerator Program to the Emerging Vendor Program.

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*In an emerging market, education is critical. Many buyers rely on third-party perspectives; having an analyst signing their name on an analyst brief can make a big impact on demand generation and sales enablement.*

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### Successfully generate leads

Ready to grow your emerging business?

**IDC's Accelerator Program can help**

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