

## IDC ACCELERATOR SUCCESS STORY

# Lead Generation

### Challenge:

Prevedere, an economic predictive intelligence company, realized success with IDC's Accelerator Program and Leads Pack, and decided to renew the collaboration and purchase additional lead packs to accelerate lead generation and growth.

The company had very specific requirements regarding their target personas and total addressable market (TAM), which made lead generation a challenge.

### IDC Solution:

Prevedere decided to purchase the Lead Pack Add-On option to complement their IDC subscription and multiple webinars.

This allowed them to pinpoint their target market personas and focus on their precise prospect criteria, including company revenue, number of employees, job titles, and specific industries.

### Outcome:

Prevedere received 150 highly qualified leads for each content project, that were added into their funnel.

The client is currently on their second year of their IDC subscription.

“

*We have leveraged the Leads Pack with all our content, and generated many good leads.*

*Andy McCartney, Director of Product Marketing, Prevedere*

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### Generate Leads

Ready to drive lead generation?

**IDC's Leads Pack can help**

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