

# SERENA COUNTS ON NETLINE TO REACH NEW PROSPECTS WITH NET NEW LEADS THAT PRECISELY MATCH ITS CUSTOMER TARGET

## PROFILE



### MARKETING PARTNER

Serena Software is a privately held enterprise software company providing an innovative solution that enables a single global development infrastructure for remote teams of programmers to streamline collaboration and increase productivity. Founded 25 years ago, Serena has offices in 14 countries serving over 15,000 customers, including 96 of the Fortune 100 companies.

### PRODUCT CATEGORY

Enterprise Software

### TARGET AUDIENCE

Company size: 500+ employees

Industries: Engineering, finance, government, telecom, utilities

Geography: North America

### MARKETING GOAL

The timely delivery of highly-qualified leads to its sales team to maximize conversion rates

### CAMPAIGN

Serena Software initiated a year-long campaign with NetLine to generate leads using a leads-by-content strategy.

*"We are very pleased with the pace of the lead generation provided by NetLine. We find [that] the ability to use custom questions to target our prospect is a key attribute to higher quality leads."*

–Brenda Chaparro, Director of Americas Marketing

Serena Software is leading a revolution in application development by enabling IT business professionals to dramatically improve productivity with a new generation of Web 2.0 tools that build business mashups in significantly less time. For programmers, Serena provides a much needed solution for standardizing and automating the development process. For IT executives, Serena delivers access and visibility into mission critical projects for greater transparency and better management of resources and costs.

### Reduce Sales Opportunities Costs with Targeted, Qualified Leads

Like many companies today, Serena faces the increasing challenge of reaching new prospects whose demographics precisely match its core customer target, especially difficult in today's fragmented mix of traditional and online media. Add to that a highly competitive landscape and the ability to procure new prospects through quality leads in a timely manner is even more crucial to the company's success. Further, a lack of qualified leads can result in significant opportunity costs, especially for companies like Serena with enterprise sales cycles dependent on consistently closing business to meet revenue goals.

### Tap the Largest B2B Content Distribution Network for Precision Targeting

With timeliness and qualified leads as top priorities, Serena Software determined that an online lead generation campaign would be the most effective in reaching their prospect target across diverse industries and a fragmented media mix. Serena Software turned to NetLine's Lead Source product to deliver highly qualified leads online across five distinct industries: engineering, finance, government, telecom and utilities. Because NetLine's network is comprised of over 15,000 branded-partner content libraries, leading business and technology destination sites, trade newsletters and blogs, customers like Serena can precisely-target prospects by industry, job function, and company size. Not only are they assured they'll receive the guaranteed number of leads on their time table, but that the leads are **net new** leads and not the "tired" prospects other lead generation companies churn out.

## NETLINE SOLUTION

Lead Source

Second Touch

## RESULTS

- Succeeded in meeting monthly lead generation goals
- Exceeded targeting goals for company size and preferred industries

## Contextual, Relevant Content Provides a Filter to Generate Best Prospects

NetLine's expertise in maximizing ROI in content delivery and lead generation presented the optimal solution for Serena Software as well as an opportunity to leverage a popular white paper called *Business Mashups*. NetLine offered the high-value white paper as a free download in exchange for a business user's demographic and professional contact information. The white paper's content was particularly relevant to the exact prospects Serena was targeting with their product offering. The relevance of the content in addition to NetLine's pure B2B network provided the unique filter, generating top quality leads for Serena in an efficient and timely manner.

## Customization and Unmatched Customer Care and Support

Serena Software benefited from NetLine's industry leading customer service with the assignment of a dedicated Client Services Group to oversee their program from beginning to end, ensuring every success metric was met *and* exceeded.

NetLine's Lead Source portal provides extensive customization options for its clients to ensure that the generated leads accurately reflect clients' demographic criteria. The option to add custom questions as an additional screen further guaranteed delivery of the highest quality leads for Serena's sales team. The NetLine platform gave Serena access to advanced analytic tools as well to better understand how its best prospects were using the service so Serena could deliver personalized offers to optimize response.



90 Albright Way  
Los Gatos, CA 95032  
408.340.1200  
[www.netline.com](http://www.netline.com)

©2009 NetLine Corporation