

How a B2B Tech Company Redefined Its Marketing Strategy by Tapping Into Customers' Passion for All Things Retro-Cool — and Generated 650% ROI

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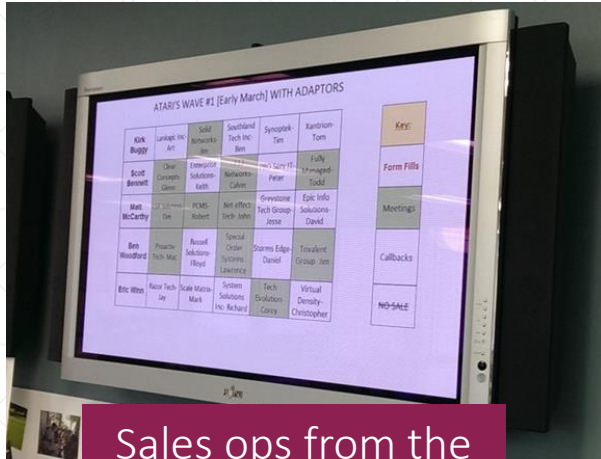


intre^onis

Intronis “retro-cool” campaign



Intronis “retro-cool” campaign



Sales ops from the Atari campaign



Director of Marketing in the “Atari closet”



Sample Atari package

Sample letter

Dear RecipientFirstName,

Open up this package and enjoy some office fun – courtesy of Intronis.

Sadly, however, not all old technology is this “retro cool.”

It’s time to upgrade your data backup and storage. Intronis is delivering the industry’s first, complete, data protection platform designed to help you meet the needs of your clients and manage your backup, all from a single pane of glass.

A current Intronis partner reports BCDR-related *labor savings of 2 days/month* and *20% overall revenue growth* upon adopting Intronis. It’s time to take a fresh look at our product offering so you can start to generate these kinds of results for your business.

I’d like to make you a very special offer:

Spend 30 minutes with me to learn what’s new from Intronis and I’ll upgrade your gaming experience by sending you one of the latest gaming consoles. Choose from a Wii, X-Box or PlayStation – no purchase required.

Call me at RSDPhoneNumber or visit www.intronis.com/gotgame to set up your meeting and choose the console you’d like – yours as a ‘thank you’ for your time.

I look forward to speaking with you in the coming days.

Sincerely,

RDSFirstName RSDLastName

RSDPhoneNumber

Schedule a meeting and upgrade your gaming experience:

www.intronis.com/gotgame

The results

Atari Wave	# Sent	Date Sent	Shipping Cost	Total Cost	Form Fill	Form Fill %	Opp Value	Stage 5	Expected Value ACV	Campaign ROI	Opps	Stage 5	Conv.	Deals*	ACV	Cost Per Deal	Unloaded (UL) COA	Projected (UL) COA
1-RD	50	3/10/2014	\$1,850.00	\$12,128.00	3	6.0%	\$62,198.00	\$23,249.00	\$23,249.00	1923.68%	29	12	58%	12.1	\$1,619.76	\$1,010.42	\$0.05	\$0.05
2-RD	25	4/11/2014	\$750.00	\$4,203.00	0	0.0%	\$12,000.00	\$12,000.00	\$12,000.00	285.51%	6	1	24%	1	\$1,000.00	\$4,203.00	\$0.35	\$0.35
3-AE	50	4/21/2014	\$1,850.00	\$7,850.00	2	4.0%	\$28,956.00	\$10,256.00	\$10,256.00	2139.49%	31	8	62%	8.5	\$1,700.56	\$847.83	\$0.05	\$0.05
4-AE	40	5/12/2014	\$1,200.00	\$3,808.00	0	0.0%	\$18,110.00	\$62,020.00	\$62,020.00	1629.70%	21	6	53%	6.5	\$861.40	\$543.67	\$0.06	\$0.06
5-AE	50	6/2/2014	\$1,850.00	\$7,748.00	5	10.0%	\$88,120.00	\$36,840.00	\$36,840.00	408.75%	26	3	52%	3.5	\$856.67	\$1,886.25	\$0.24	\$0.24
6-AE	55	6/23/2014	\$1,850.00	\$8,847.00	4	7.1%	\$12,120.00	\$8,810.00	\$8,810.00	932.19%	26	3	46%	4.9	\$1,550.28	\$1,197.40	\$0.11	\$0.11
7-AE	44	7/14/2014	\$1,320.00	\$4,128.00	1	2.3%	\$62,000.00	\$42,730.00	\$42,730.00	1034.65%	10	4	23%	4	\$890.13	\$1,032.38	\$0.10	\$0.10
8-AE	55	8/4/2014	\$1,850.00	\$4,800.00	0	0.0%	\$12,210.00	\$78,440.00	\$78,440.00	1560.00%	17	2	31%	2.1	\$3,185.00	\$2,450.00	\$0.06	\$0.06
9-AE	35	8/15/2014	\$1,080.00	\$2,180.00	3	8.3%	\$18,876.00	\$7,280.00	\$7,280.00	3118.47%	21	5	58%	5.5	\$1,122.65	\$360.00	\$0.03	\$0.03
10-AE	90	9/8/2014	\$2,700.00	\$11,200.00	3	3.3%	\$17,811.00	\$47,190.00	\$47,190.00	421.35%	29	5	32%	5	\$786.52	\$2,240.00	\$0.24	\$0.24
12-AE	50	9/29/2014	\$1,850.00	\$8,000.00	0	0.0%	\$28,950.00	\$0.00	\$0.00	0.00%	10	0	20%	0	#DIV/0!			
13-AE	40	10/20/2014	\$1,200.00	\$4,400.00	3	7.5%	\$42,810.00	\$15,200.00	\$15,200.00	438.48%	10	2	25%	2.5	\$803.88	\$1,466.67	\$0.23	\$0.23
14-AE	70	11/10/2014	\$2,100.00	\$10,200.00	4	5.7%	\$12,210.00	\$48,210.00	\$48,210.00	473.05%	30	5	43%	5.1	\$804.18	\$2,040.00	\$0.21	\$0.21
15-AE	34	12/8/2014	\$2,820.00	\$10,240.00	5	5.3%	\$14,107.00	\$88,107.00	\$88,107.00	548.87%	22	5	23%	5	\$918.45	\$2,008.00	\$0.18	\$0.18
16-AE	33	1/6/2015	\$960.00	\$4,360.00	1	3.0%	\$28,100.00	\$8,000.00	\$8,000.00	114.16%	12	1	36%	1	\$416.67	\$4,380.00	\$0.88	\$0.88
17-AE	22	1/12/2015	\$960.00	\$2,520.00	0	0.0%	\$12,270.00	\$4,870.00	\$4,870.00	185.52%	6	1	27%	1	\$389.58	\$2,520.00	\$0.54	\$0.54
18-AE	33	1/19/2015	\$960.00	\$2,960.00	0	0.0%	\$18,000.00	\$8,800.00	\$8,800.00	221.48%	5	1	15%	1	\$550.00	\$2,980.00	\$0.45	\$0.45
19-AE	33	1/26/2015	\$960.00	\$3,360.00	1	3.0%	\$42,780.00	\$3,780.00	\$3,780.00	970.12%	7	1	21%	1	\$2,732.50	\$3,380.00	\$0.10	\$0.10
21_PDM	18	2/23/2015	\$540.00	\$1,860.00	0	0.0%	\$18,900.00	\$10,000.00	\$10,000.00	776.96%	3	2	17%	2	\$543.88	\$840.00	\$0.13	\$0.13
20-AE	66	2/23/2015	\$1,860.00	\$8,160.00	8	12.1%	\$42,210.00	\$20,340.00	\$20,340.00	286.05%	21	4	32%	4	\$486.29	\$2,040.00	\$0.35	\$0.35
22-AE	44	3/23/2015	\$1,320.00	\$4,040.00	2	4.5%	\$14,700.00	\$0.00	\$0.00	0.00%	7	0	16%	0.1				
23-AE	55	4/13/2015	\$1,850.00	\$3,300.00	0	0.0%	\$0.00	\$0.00	\$0.00	0.00%	0	0	0%	0				
24-AE	55	4/27/2015	\$1,850.00	\$3,775.00	2	3.6%	\$8,100.00	\$8,100.00	\$8,100.00	214.57%	1	1	2%	1	\$675.00	\$3,775.00	\$0.47	\$0.47
25_PDM	5	4/27/2015	\$240.00	\$460.00	0	0.0%	\$0.00	\$0.00	\$0.00	0.00%	0	0	0%	0				
26-AE	40	5/11/2015	\$1,200.00	\$3,400.00	2	5.0%	\$32,950.00	\$28,800.00	\$28,800.00	780.88%	5	3	13%	3.0	\$737.50	\$1,133.33	\$0.13	\$0.13
27_PDM	5	5/11/2015	\$180.00	\$600.00	0	0.0%	\$3,180.00	\$1,180.00	\$1,180.00	354.44%	3	0	60%	1.1	\$900.00			\$0.28
28-AE	40	5/26/2015	\$1,800.00	\$4,200.00	1	2.5%	\$8,800.00	\$8,800.00	\$8,800.00	236.90%	6	0	15%	0.4				\$0.42
29_PDM	5	5/26/2015	\$360.00	\$600.00	3	37.5%	\$0.00	\$0.00	\$0.00	0.00%	1	0	13%	0.5	\$800.00			
30-AE	40	6/16/2015	\$1,800.00	\$3,800.00	0	0.0%	\$16,407.00	\$16,407.00	\$16,407.00	407.55%	4	0	10%	0.2				\$0.25
31_PDM	20	6/23/2015	\$600.00	\$2,100.00	3	15.0%	\$8,175.00	\$8,175.00	\$8,175.00	389.29%	3	0	15%	0.6	\$2,100.00		\$0.26	\$0.26
32-AE	40	7/13/2015	\$1,800.00	\$3,800.00	1	2.5%	\$10,740.00	\$8,220.00	\$8,220.00	216.32%	4	0	10%	0.2				\$0.46
33_PDM	12	7/14/2015	\$540.00	\$1,800.00	0	0.0%	\$0.00	\$0.00	\$0.00	0.00%	3	0	25%	0.0				
34-AE	36	12/8/2015	\$1,620.00	\$4,700.00	4	11.1%	\$28,717.00	\$840.00	\$840.00	47.29%	10	1	28%	1.3	\$83.00	\$4,700.00		
35_PDM	25	12/14/2015	\$1,250.00	\$3,100.00	9	32.1%	\$14,870.00	\$0.00	\$0.00	0.00%	5	0	18%	0.0				
Total Sent	1386	N/A	\$48,840.00	\$198,336.00	70	5.1%	\$1,527,407.00	\$1,278,680.00	\$1,278,680.00	691.65%	372	75	27%	79.8	\$1,199.63	\$1,958.91	\$0.14	\$0.14

↑ 35%

CONVERSATION RATE

↑ 66%

HIGHER AVERAGE DEAL SIZE

↑ 650%

RETURN ON INVESTMENT

The results

“Thanks @Intonisinc for taking us back a few years with the ‘retro-cool’ gaming system. #WorkHardPlayHard”

“Thank you for the Atari system! I spent many hours playing the Atari with my friends, it brought back a lot of good memories.”

Emotional connection



Various options



Top Takeaway

Understanding your customer doesn't have to be a complicated thing; it can be as easy as putting yourself in their shoes and asking, "What would I want?"



Thank You

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