



SUCCESS STORY: ACRONIS

With a desire to optimize their business processes and support teams overwhelmed with busy work, Acronis turned to Squeeze to take over prospecting, qualifying, and remarketing tasks. The results? Qualified sales opportunities skyrocketed, leading to more sales, greater ROI, and effective teams.

THE CHALLENGE

Acronis, a top data and cyber protection company, was having difficulty converting marketing leads and increasing ROI on their marketing campaigns. They wanted to make the most out of every opportunity and optimize their conversion strategy, but the process of qualifying leads and moving them down their pipeline proved to be time consuming and overwhelming.

Acronis

Company Name:

Acronis

Headquarters:

Schaffhausen, Switzerland

Industry:

Software Development

Company Size:

1,001-5,000 Employees

Solution:

Maximized lead quantity, quality, and ROI



THE SOLUTION

Squeeze developed a comprehensive plan to revamp the way Acronis qualified and connected with clients. By converting marketing leads from various campaigns, Squeeze maximized lead quantity, quality, and ROI.

THE RESULTS

With Squeeze's skilled representatives on the lines, Acronis started seeing immediate changes in their outreach and marketing campaigns. Contact rates jumped to 80%, and qualified sales opportunities have climbed to 85%. Acronis has been so impressed with Squeeze's services that they have continued in their successful partnership for over 8 years.

85%

Qualified Sales Opportunities

80%

Contact Rate

4.6 out of 5 Star Rating for Average SAO/QSO Quality
(as reported by client)

Acronis is the one-stop for all data and cyber protection needs. From managed service providers supporting clients, to enterprises serving global users, to organizations handling sensitive data, Acronis protects against loss, theft, and downtime—whether it's caused by cyberattacks, hardware failure, natural disaster, or human error.


With a workload that required constant monitoring and laser-sharp focus, Acronis wrestled with staying on top of the everyday processes of prospecting, qualifying leads, remarketing, and moving leads down the sales funnel. The busy work was overwhelming, and their teams weren't performing the way they wanted them to. Contact rates suffered, and they weren't closing sales.

Then they heard of Squeeze...and everything changed.


Once Squeeze fully integrated into Acronis' CRM and took over business development processes, the positive results came pouring in. Not only did the quantity of leads increase, but the quality as well, with qualified sales opportunities leaping to 85%. This led to Acronis closing more sales and boosting their ROI significantly. Now every day they get more than their fair market share in an increasingly competitive industry.

"We've trusted our B2B pipeline development to Squeeze since 2017," said Gregory Howard, Director of Strategic Account Sales at Acronis. "They're effective and help keep our sales team busy with qualified sales opportunities."

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