



## CASE STUDY | HITACHI

*"I just wanted to say a massive thank you for all of your help over the years with the various campaigns that we've ran with you- you've been a fantastic account manager Lindsey Goodger, and are really talented at your job!"*

Zoe Vaughan, Marketing Executive,  
Hitachi Capital Invoice Finance

### CAMPAIGN OBJECTIVE:

KMB's main campaign which ran throughout 2015 was targeting SME's, generating face to face appointments with the person responsible for the funding decisions within the company where they were looking to review their current facility within the next 6 months. KMB has conducted various appointment setting and lead generation campaigns over the years, targeting various sectors using a variety of data sources. KMB also utilises Hitachi Capital's CRM system to create opportunities and manage the sales person's diary.

### CAMPAIGN LENGTH:

KMB started working with Hitachi Capital (UK) PLC in February 2013.



### CLIENT DESCRIPTION:

Hitachi Capital Invoice Finance is part of Hitachi Capital (UK) PLC, providing reputable and reliable invoice finance for small to medium sized business in the UK.

### RESULTS:

The main campaign in 2015 had an overall 12.28% conversion of decision maker to opportunity, exceeding the clients expectation of 10%.

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