

Report on
Assessing the Impact of Digital Lead Generation Strategies on New
Customer Acquisition for clients: A Case Study of Quantanite
Bangladesh

By
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An internship report submitted to the BRAC Business School in partial fulfillment
of the requirements for the degree of Master of Business Administration

BRAC Business School
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2025

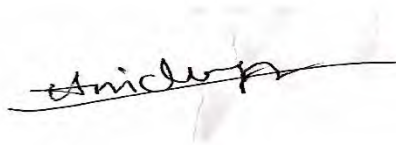
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Declaration

It is hereby declared that,

1. The internship report submitted is my own original work while completing MBA degree at BRAC University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I have acknowledged all main sources of help.

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Letter of Transmittal

Saif Hossain

Assistant Professor,

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Kha 224, Bir Uttam Rafiqul Islam Ave, Dhaka-1212

Subject: Letter of transmittal for case study report on assessing the impact of digital lead generation strategies of Quantanite Bangladesh Ltd. on new customer acquisition for clients.

Dear Sir,

I have completed my research on " Assessing the Impact of Digital Lead Generation Strategies on New Customer Acquisition: A Case Study of Quantanite Bangladesh." This study includes the processes of digital lead generation along with the impact of it from our client's viewpoint.

I have thoroughly examined many facets of our company during the completion of the project in an effort to determine the entire procedure and metrics of the digital lead generation plan for clients who are interested in enlarging their clientele. I have had the honor of collaborating closely with coworkers from different departments and interviewing team members to learn their perspectives.

This report provides the understanding of learning the steps and analysis that our company is conducting for acquiring new customers for their clients. Their strategies, recommendations and analysis are aimed at fostering positive outcomes for their clients and driving our company toward increased output and effectiveness.

I would like to thank you and your constant directions which has led me to complete this report. Your invaluable insights and feedbacks have made it sharper and accurate.

I have provided the best effort to finish and compile this report by following all the instructions and within the timeline of reporting. I eagerly hope my work represents the best.

Sincerely yours,

Rafid Mostafa

22164076

MBA Curriculum

BRAC University

23rd January, 2025

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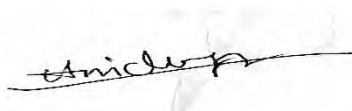
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Employee's Full Name & Signature:



Rafid Mostafa
Executive, IT Infrastructure

Employer's Full Name & Signature:



Azim Uddin
Manager, Human resources

Executive Summary

Quantanite has emerged into a leading organization in the BPO industry employing a vast number of employees with running operations in Bangladesh, South Africa and India. Quantanite proceeds for lead generation based on the preferences and requirements from the clients. They fundamentally use the email marketing technique for lead generation. They use several tools like Mailmeteor, Mailchimp to validate and generate company emails and then target them for lead generations. They use different tools like Canva for email content creation and then follow up with the potential leads for conversion. They face challenges during the nurturing of leads and follow ups but continues to work efficiently to convert them into customers. They use the cost per lead, customer acquisition cost and lead conversion rate metrics to determine whether the campaign was successful or not. Quantanite has been sincerely working in lead generation for several years and continues to please their consumer with excellent and satisfying results.

Keywords: lead generation, content creation, cost per lead, customer acquisition cost, lead conversion rate.

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List of Acronyms

BPO – Business Process Outsourcing

QBL - Quantanite Bangladesh Limited

CRP - Centre for the Rehabilitation of the Paralyzed

ISO- International Organization for Standardization

HR - Human Resources

IT- Information Technology

Infosec - Information Security

CEO - Chief Executive Officer

DDOS - Distributed Denial-of-Service

URL - Uniform resource locator

AI - Artificial Intelligence

LCR - Lead Conversion Rate

CPL - Cost Per Lead

CAC - Customer Acquisition Cost

SEO - Search Engine Optimization

Chapter 1: Overview of the Internship

1.1 Student Information

This is Rafid Mostafa (22164076), pursuing a major in marketing in MBA curriculum.

1.2 Internship Information

1.2.1 Period, Company Name, Department, Address

I have joined Quantanite Bangladesh Ltd. On October 25th, 2021. Since then, I have been working in our IT infrastructure and support department. It has been over 3 years of employment period.

My company is located in the top floors of the reputed hospital Centre for the Rehabilitation of the Paralyzed which is located in Vashantek, Mirpur 14.

1.2.2 Internship Company Supervisor's Information: Name and Position

My report was supervised by our respected senior manager of operations, Mehfuji Wadood. I have attached his business card below.



1.2.3 Job scope- Job Descriptions, Duties and Responsibilities

- Ensuring 100% SLA met in Global Service Desk Platform
- Maintaining repair tracker and delivery after each delivery
- Reducing ticket response time to 10 mins
- Completing replacement of asset replacement project within timeline
- Ensuring internet service availability in each workstation at 99.5%

- Maintain a tracker for claiming warranty of IT equipment
- Every year's asset purchase planning based on JIRA reports
- 100% update of IT asset tracker
- Assessing hardware and software for fair usage

1.3 Internship Outcomes

1.3.1 Student's contribution to the company

As I have been working here in the IT support, most of my contributions are for providing technological support. But since I am pursuing a major in marketing, I had new insights for my supervisors and the lead generation team to include their frame of work. I have suggested new alternatives, tools and strategies based on my research knowledge of digital lead generation and they have welcomed me cordially.

1.3.2 Benefits to the student

This analysis and case study have been a major help into understanding the how digital marketing strategies work and how to implement them in an organized way. The interviews have helped in having clear ideas about how to assess the impact using the right metrics. Overall, I have been benefited to observe the digital marketing practices in a practical way which will be helpful for me as a major in marketing.

1.3.3 Problems/ Difficulties (Faced during Internship period)

Since I have conducted personal and group interviews with my supervisor and lead generation team, the biggest challenge I have faced is maintaining their interview schedules. Furthermore, I have faced challenges regarding the access for data collections since there are strict contract bindings with the clients with my company. Mostly I had to collect report formats and provide them as examples but not the original data due to the confidentiality for clients.

1.3.4 Recommendations (to the company on the future internships)

I would like to request them to at least provide some real time data to the interns so that they can prepare their report with depth analyzation. I would also suggest to provide some insights about the financial data since I was not able to collect any kind of financial reports from the company.

Chapter 2: Organization Part

2.1 Introduction

2.1.1 Background

Quantanite was established back in March, 2014 as a Finnish BPO company with headquarters established in Dhaka. Back then the company was named Taskeater but later it was changed. The company started their operations in Dhaka around 2015. From their first client, Quantanite had a global presence by serving industries from different countries. Clients from UK were the first to sign to a contract regarding their services. In 2017, they spread out to the clients from US and China. They were working with clients such as DoorDash, Firstport, 9FIN, Pagebites Inc. and so on.

Quantanite started their journey with only 100 people. They grew from 100 to 600 people in 2018. They established their headquarters in Mohakhali but due to the growing number of employees they shifted to Mirpur CRP hospital. Quantanite opened their operations in South Africa in 2020. They had expanded to India in 2023.

As of now they have more 2000 employees working in 3 countries. In Bangladesh, they have the largest operations teams. More over 1300 employees are working in Bangladesh. Quantanite has established their good name by providing outstanding services and values to their clients. They continue to expand their more and claims to be the most active BPO in the BPO industry of Bangladesh. They employ people with quality and culture to enhance their company culture and work practices more efficiently.

2.1.2 Mission

Quantanite's mission is- driving growth and efficiency through AI precision and operational expertise in CX, sales, HR, IT collections and data services.

2.1.3 Vision

Quantanite's vision is- Enhancing the services we operate and delivering step changes in quality and outcomes is at the core of Quantanite.

2.1.4 Goals

Quantanite has established their clear goals as described in the company hand stuff guide. The goals include-

- Most effective support providing in less time and undisrupted
- To become the most definitive business for young professionals

- To become the largest BPO in Bangladesh with a strong global presence

2.1.5 Culture and Values

The work culture in Quantanite is very promising, fresh and attractive for youngsters. They have the rule of not dressing up formally to every day's office which all the employees find very cherishing. It helps them to lower the differences between the people posted in different designation. They encourage their employees to breathe out from the traditional culture of calling every one Sir or Ma'am. They provide a friendly environment for all which encourages their employees to work in a refreshing manner. They try to listen to the complaints of the employees and takes their managerial decision based on majority. They have established indoor game rooms for employees for recreation and provides transportation fees to the employees attending office [1].

The values of their culture are listed below-

- “We are super driven, pushing both ourselves and our boundaries to consistently deliver more than clients ask or expect of us”
- “We are entrepreneurial, introducing new ideas, ambitiously developing them and sharing the value we create”
- “We hold ourselves accountable for delivering better outcomes for everybody, empowering our people to deliver these results”

2.2 Overview of the Company

2.2.1 Organizational Chart

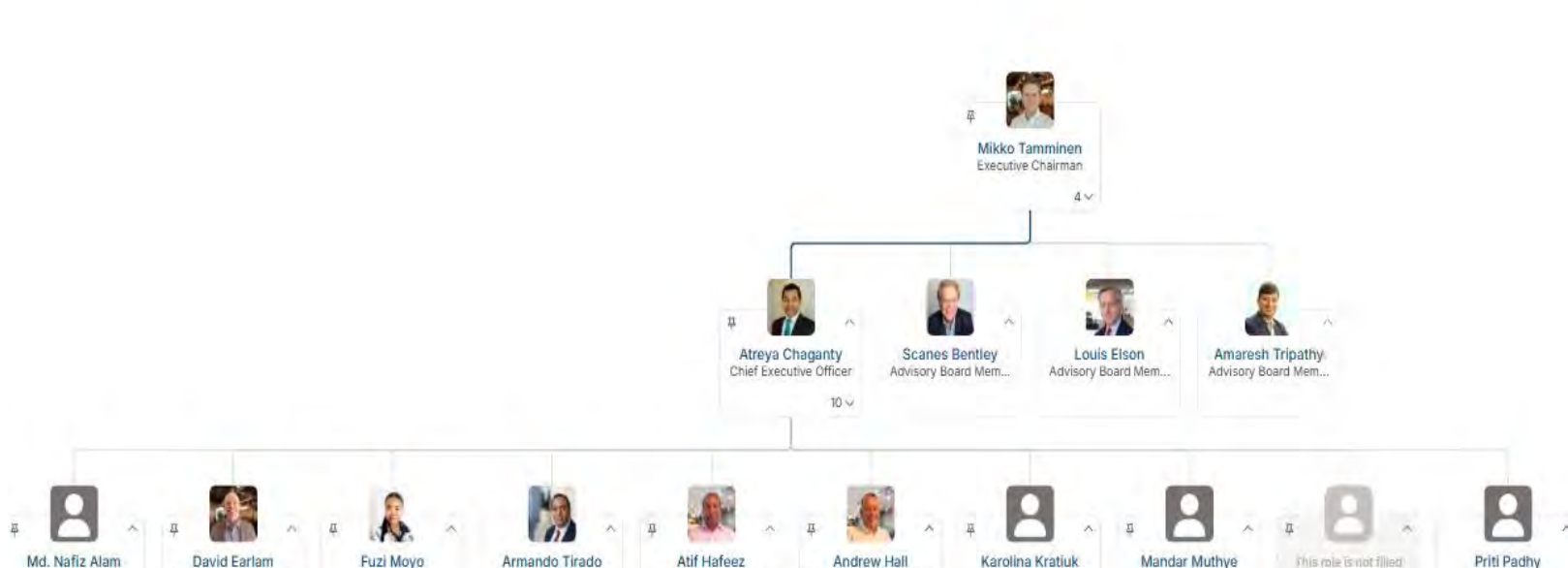


Figure 1 Organizational Chart

2.2.2 Departments

The departments that are present in Quantanite are listed below-

1. **Admin:** People working here looks after the administrative works which include company security, distributions of office supplies and food, electrical works, workspace expansion, CCTV monitoring and etc.
2. **Finance and Procurement:** Finance and accounting team are responsible for the budget making, approvals and implementation. Procurement team is designated to purchasing of anything that the organization requires such as office supplies, IT equipment and regular purchases etc.
3. **Human Resources:** They are responsible for onboarding new people, recruitment related works, departures and policy enabling. HR is also responsible for conducting monthly seminars and annual events.
4. **IT infrastructure and repair cell:** IT people are responsible for ensuring Internet and network stability, assigning working assets like laptops, monitors, headphones to the employees. The repair cell is responsible for repairing any asset which was damaged during work.
5. **Operations:** Operations is the heart of Quantanite. Operations include doing the clients works, meeting the daily targets and achieving goals. They are the ones on whom the clients are relied on for work delivery.
6. **Sales and Marketing:** Sales and marketing department searches for new clients and bring new clients to the business. They work both in site and in digital for acquiring customers.
7. **Infosec:** Infosec is responsible for data security. They ensure that data privacy is maintained and no leaks occur.
8. **Compliance:** Compliance is responsible for IT security and ensures to meet the ISO standards.
9. **Work Force Management and Analytics:** They are responsible to analyze every aspect of the business and provide valuable information regarding the inner strength of the company.

10. Training and Development: The training and development team analyze the employee's performance and provide them training based on their skill level. They also provide support for new employees, to train and shape them for the company.

2.2.3 Services

Quantanite has a long list of services to provide for their clients. The services include:

- Customer based experiences
- Data Management
- Content Moderation
- Transcription Services
- Back-office services
- B2B lead generation
- Data labeling and annotation
- Content filtering and monitorization

2.3 Management Practices

The practice of leadership in Quantanite is democratic. Every major decision is taken after conducting a meeting. This practice encourages the employees to discuss their issues with their supervisors and solving them together. This practice of leadership helps the employers to communicate more directly and effectively with the employees. They can discuss any work-related problems without hesitation. Quantanite believes in fair practices with everyone. And this fair practice has been enabling them to achieve their goals in these 10 years.

The Human resource department watches over the new enrollments, departures and salary sheet preparing. They upload the job posts and select the employees based on personal interviews with the help of designated department. They plan job fairs at universities, take recommendations from colleagues to conduct recruitment searches. They also set standards for the compensation system. Unfortunately, the data regarding compensation system was not shared with me due to the company's confidential policy. They also conduct the performance appraisals meetings and ensures to provide increments based on employees KPI.

Training and developments are conducted by the training team. They provide training for new boarding employees. They also provide training regarding company security practices and developments for existing employees.

2.4 Marketing Practices

Marketing practices are conducted by the designated sales and marketing team. They apply different strategies to find potential clients. As Quantanite provides mostly digital services they try to target the companies falling under the requirements of digital practices. They make new sales content, analyze website traffics and promotes through different channels as meta etc, for promoting the company's services. They conduct workshops, seminars in different places to gather the attention of potential clients.

2.5 Financial Performance and Accounting Practices

I contacted with our Finance team and our managing director regarding sharing the financial practices. Due to the confidentiality of financial data, they did not wish to share any financial data regarding the company. Thus, I could not even collect any annual reports due to this confidentiality practice.

2.6 Operations Management and Information System Practices

Operations team is vast and divided into many sub teams for fulfilling different client's requirements. Each team has associates junior and seniors and supervisors to watch over them. The supervisors are assigned to team leaders who supervise them. And team leaders are assigned to managers and senior managers for reporting. It depends on the size of the team that how many supervisors, team leaders and managers will be assigned to a particular team. The biggest team we have is consisted of 350 associates, 10 supervisors, 5 team leaders and 2 managers.

As information system we use different software for each end to collect data. For example, the HR department uses BambooHR for collecting and reporting information of employees. The IT team uses Asset Inventory Management software for asset tracking and JIRA portal for ticketing.

2.7 Industry and Competitive Analysis

Swot Analysis:

Strengths:

- 1. Cost-Effective Operations:** QBL runs their operations smoothly with a minimum of cost spending for its clientele.
- 2. Skilled Workforce:** The company has trained, skillful, tech savvy and fluent English spoken professionals to carry out the daily operations.

3. **Global Client Base:** QBL serves a diverse range of international client base which reduces their dependencies on a single concentrated market.

Weakness:

1. **Limited Brand Recognition:** Compared to global BPO giants, QBL has much lower brand recognition.
2. **Dependence on global market:** geopolitical risks and global economic fluctuations are high.

Opportunities:

1. **Growing BPO Industry:** As BPO industry is on a rise, the chances for QBL rises as well in the market.
2. **Remote work trends:** As BPO can easily align with the trending work from home culture, QBL can cut down in many costs by adapting it.

Threats:

1. **Competition Increasing:** As a growing industry, competition in BPO is also rising which can be a threat to QBL.
2. **Data security risks:** Increasing cyber-attacks, DDOS attacks can be a threat for QBL

Porter's Five forces analysis:

1. **Threats of new entrants:** There is always a threat of new entrants in BPO market but newbies cannot gain the vast working model of Quantanite within a little time.
2. **Bargaining power of buyers:** In BPO's bargaining power of buyers will always be immense but Quantanite has a strong reputation and workforce to place their demands to the buyers.
3. **Bargaining power of suppliers:** The bargaining power of suppliers are not immense since the required vendors can always be substituted.
4. **Threats of substitutes:** The threat of substituting is rising daily due to the presence of other BPO companies. But Quantanite has managed to stay ahead of its competitors by using their strengths of client management, vast number of workers and efficient solution providing tactics within timeline.
5. **Competitive Rivalry:** Quantanite has its direct competition with the BPO industry companies in Bangladesh. Companies like Genex Infosys, Skytech solutions, Digicon Technologies, Synergy solutions will be the top of the list.

2.8 Summary and conclusions

Quantanite has emerged into a leading organization in the BPO industry employing over 2000 employees with running operations in Bangladesh, South Africa and India. Quantanite has labeled itself as a remarkable player by being in contract with popular companies like Firstport, DoorDash etc. with a rising client base in different countries like UK, USA, China etc. The democratic leadership practice here has been impactful with cultural enhancement of employees and fair practices. Quantanite uses advanced tools and dedicated team work to gain the competitive advantages over the other companies while providing different kinds of services. Quantanite has secured their position in a global scale over the years with their client driven attitude, remarkable workforce enhancement and innovative ideas.

2.9 Recommendations/ Implications

Some recommendations I would like to provide for the company

- Introducing gratuity and provident funds for the employees
- Enabling transport services for employees working in night shifts
- Providing more appraisal and increment
- Securing Assets used by the employees
- More data security to introduce

Chapter 3: Assessing the Impact of Digital Lead Generation Strategies on New Customer Acquisition for clients: A Case Study of Quantanite Bangladesh

3.1 Introduction

In today's competitions among businesses, acquiring new customers is mandatory for any organization to grow and evolve their selves as prominent players of the industry. The Swift advancement of technology has made digital lead generation tactics a vital component of client acquisition, allowing companies to engage with target audiences more effectively and economically. These tactics change the conventional methods of marketing and sales by utilizing a variety of online platforms, tools, and analytics to find, draw in, and convert potential clients [1].

This study focuses to assess the impact of the digital lead generation strategies to acquire new customers for clients of Quantanite Bangladesh Limited. Lead generation strategy is mainly focused on email marketing on the context for Quantanite Bangladesh Limited. By analyzing the full process for new customer acquisition for clients we can provide insightful information of digital lead generation in modern business environment and offer actionable recommendations for strategies. The findings will contribute to a broader understanding of how businesses in emerging markets like Bangladesh can leverage digital tools to provide customer acquisition as services to clients and achieve growth and scalability.

3.1.1 Background and Literature review

According to Bangladesh Telecommunication, Bangladesh's digital ecosystem has experienced substantial growth, with over 125 million internet users as of 2023. This growth has created scopes for many companies like Quantanite to grow their services using digital strategies for clients. As for the service of acquiring new clients, many service-oriented companies like SSC digital, Genex Infosys, Next Ventures etc. are promptly competing with Quantanite. Quantanite has managed to stay ahead of its competitors with expansive workforce, client driven deliveries and meeting properly with deadlines and they are continuing to rise in the market share.

Over the world, practice of email marketing has risen as an efficient tool for any business to expand. Email marketing ROI is 36\$ for every dollar spend which gives it an advantage over other available marketing channels [2]. The effectiveness of lead generation through email marketing is proven. Creation of email contents, automation and analytics analysis have made this channel easily accessible for many who wants to engage in this field.

As Bangladesh continues to grow in technological aspects and internet usage, email marketing has become a strong tool for lead generation here. Quantanite, Genex, Skytech, Synergy etc. companies are thoroughly providing services related to lead generation through email marketing. Their efficiency and progress have made them recognized in the global market. They are trying their heart and soul to bring new innovative and effective content moderation, lead nurturing

tactics to stay ahead of their competitors.

3.1.2 Objectives

In this paper, I have focused on assessing the impact of digital lead generation strategies on new customer acquisition for clients. I have identified the following objectives for completing the case study. The objectives are-

Objective 01: Finding potential leads to choose as targeted clients for launching digital campaigns

Objective 02: Determining the best research and content creation techniques and resources for connecting with potential clients

Objective 03: Finalization of customer base from identified target customers

Objective 04: Identifying key performing indicators for assessing a successful lead generation campaign

3.1.3 Significance

These objectives have helped me understand the purpose in depth and also to make the interview questionnaire for understanding the process of the lead generation. The objectives have been the guide of my understanding of the whole process of lead generation and email campaigning.

3.2 Methodology

I have used primary research techniques which include personal interviews with the designated members of my company who are working regularly on lead generation. I have used this technique since all the persons from whom I was looking to collect the information are working in the same office premise as me. The access is ease and the environment was fit for conducting in depth interviews.

I have listed their designations and the questionnaire below related to the topic. I have used couple of tools and recordings to extract the important parts and implement them in my report.

Employee designation	Questionnaire	Related Objectives
Lead Generation Team leader	1. Why do we use digital strategies and tools for lead generation? 2. What is the benefit of this online practice? 3. What kind of tools are we using for lead generation?	Objective 02- Determining the best research and content creation techniques and resources for connecting with potential clients
Lead generation Supervisor	4. How can we select the potential companies or persons to start lead generation? 5. How do we ensure contacting such interested person or companies? 6. How can we identify potential leads form targeted customers?	Objective 01- Finding potential leads to choose as targeted clients for launching digital campaigns
Lead generation associates	7. How do we nurture the leads to convert them into paying customers? 8. What more tactics we can use for gathering more leads?	Objective 03- Finalization of customer base from identified target customers
Senior manager of Operations	9. How do we calculate lead conversion rate? 10. How do we calculate cost per lead? 11. How do we calculate customer acquisition cost? 12. Does the 3 metrics ensure if a campaign if successful or not?	Objective 04- Identifying key performing indicators for assessing a successful lead generation campaign

Table 1 Questionnaire

3.3 Findings and Analysis

I have collected the answers from the interview questionnaire and organized the information into a step-by-step format to show the complete assessment of acquiring new customers for Quantanite client end. Aligning with the major objectives of my topic, I have aligned the information into subchapters with information and relevant figures.

To note that because of client end contractual bindings, no direct information regarding the clients or their reports are not directly shared.

3.3.1 Finding potential leads to choose as targeted clients for launching digital campaigns

3.3.1.1 Addressing client's preferences and requirements and target profile development

Quantanite provides lead generation services by email marketing to their clients. Firstly, a client approaches the company with their requirements and preference of finding new customers for their company. For example, if a company is looking to market their IT services, then their preference will be related to the consumers of those industry. Quantanite conducts the discussion with the clients and gain insights on their preferred industry based on their choices and demand for lead acquiring.

Quantanite gathers the requirements of the client's preference and proceeds to develop a profile of the targeted leads. The profile contains the type of industry to search for, type of persons to search to for, numbers of expected leads and numbers of customer conversion expectation. This profile becomes the first guideline for Quantanite employees to start their work on potential lead findings.

Name of Client	Business Type	Interested in	Expected Leads	Expected Customers	Deadline
Client 1	B2B	IT services	10000	50	2 Months
Client 2	B2B	Perfume brands	15000	70	3 Months
Client 3	B2B	Financial services	15000	100	3 Months

Table 2 Developing Profiles based on Client requirements

3.3.1.2 Identifying potential leads by analyzing customer data

After developing the profile, the search criteria are prepared to find out potential leads. The searches are mostly conducted through LinkedIn where information about companies and employees are easily findable and comparable. They also conduct searches on job sites, google and searches are conducted on two profiles.

- **Finding a person's profile:** The first step is that we browse to Google and type the search query in the format shown in **figure 2**, for finding the right person to contact. The format will remain same but the words included will vary based on our searching criteria. For example, if we consider Walmart as a potential B2B customer then will create the search format as: CEO, Walmart, LinkedIn



Figure 2: searching for a person's profile

After searching, we will review the search results. If there are multiple profiles then we will identify the correct one based on their role and company.

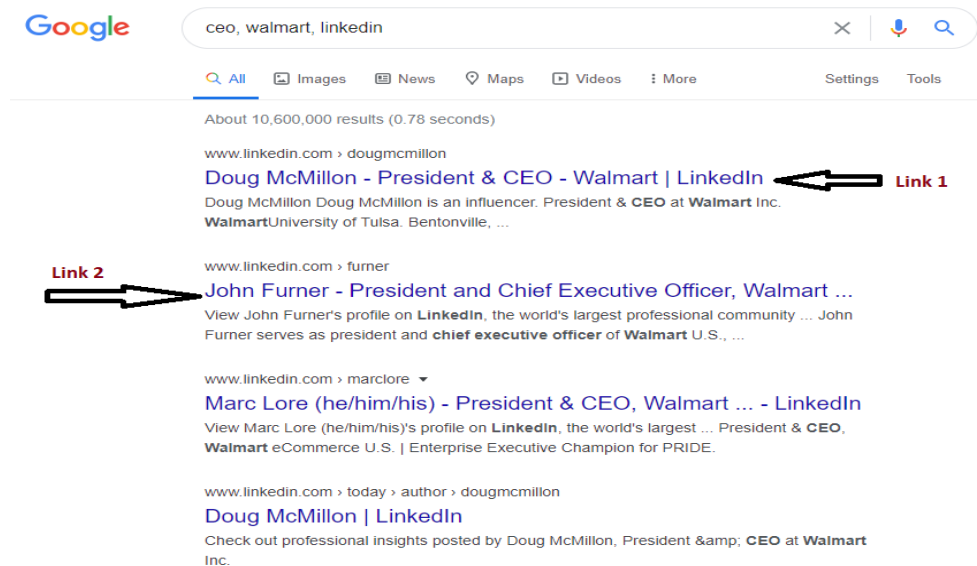
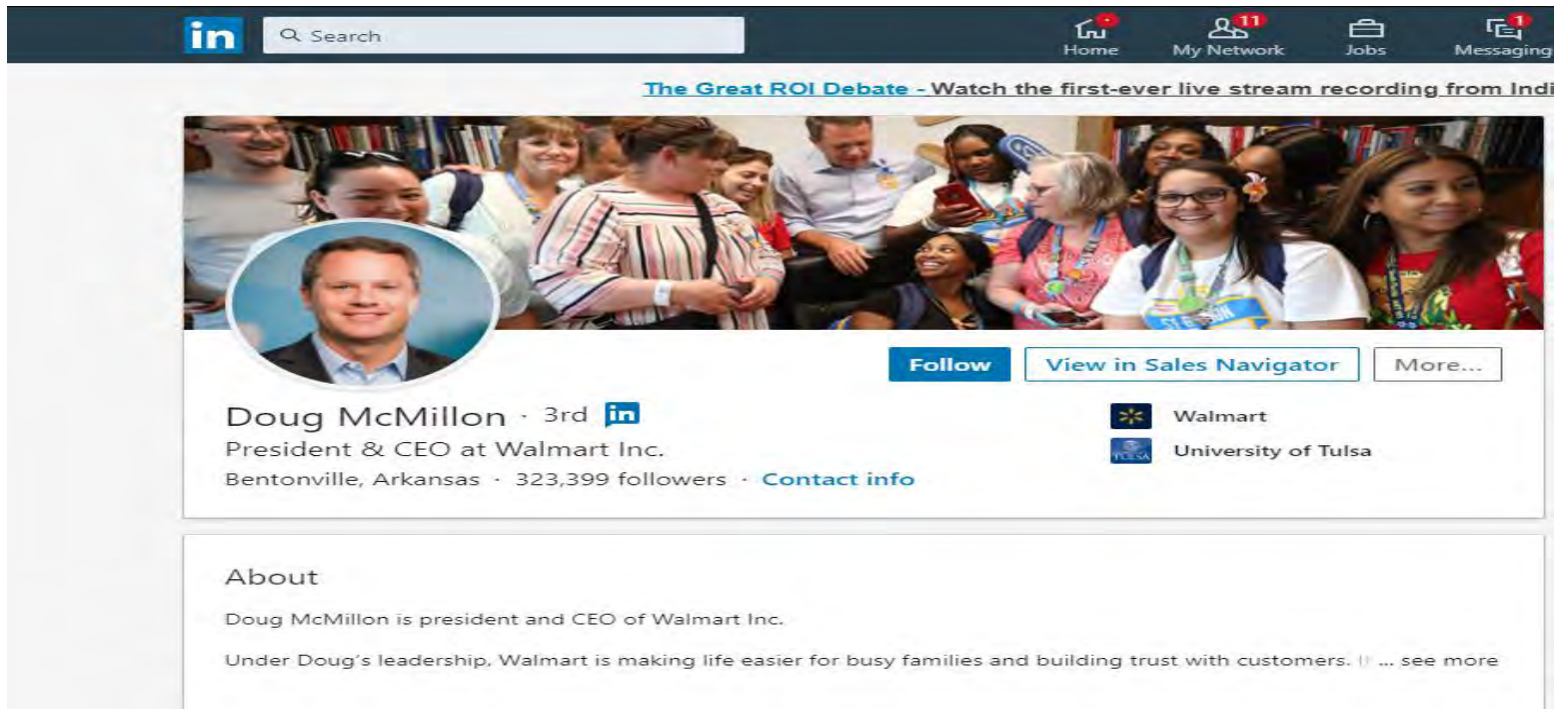


Figure 3 Search results for person's profile

Here, we will find multiple links from the search results. We will select the most relevant link and then proceed with it. After that, we will open the most relevant link in a new tab. For example: The LinkedIn profile of "Doug McMillon" (CEO of Walmart) will be displayed.



The image is a screenshot of the LinkedIn profile for Doug McMillon. At the top, there is a dark blue navigation bar with the LinkedIn logo, a search bar, and icons for Home, My Network (with 11 notifications), Jobs, and Messaging (with 1 notification). Below the navigation bar, a banner image shows a group of diverse people smiling. Overlaid on the bottom left of the banner is a circular profile picture of Doug McMillon. To the right of the profile picture are three buttons: "Follow", "View in Sales Navigator", and "More...". Below the profile picture, the name "Doug McMillon" is displayed with "3rd" and the LinkedIn logo. Underneath the name is the text "President & CEO at Walmart Inc." and "Bentonville, Arkansas · 323,399 followers · [Contact info](#)". To the right of this text are two logos: Walmart and the University of Tulsa. Below the profile information is an "About" section. It starts with "Doug McMillon is president and CEO of Walmart Inc." followed by a line of text: "Under Doug's leadership, Walmart is making life easier for busy families and building trust with customers. || ... see more".

Figure 4 Finding the right LinkedIn profile

Then we will scroll down to the "Experience" section on the LinkedIn profile to confirm the person's role and employment timeline (e.g., "Dec 2014-Present") If the timeline has an end date, the individual no longer holds the position.



Search



Doug McMillon

President & CEO at Walmart Inc.

Experience



Walmart

11 yrs 3 mos

President & CEO

Feb 2014 – Present · 6 yrs 3 mos
Bentonville, Arkansas

President & CEO, Walmart International

Feb 2009 – Jan 2014 · 5 yrs
Bentonville, Arkansas



President & CEO

Sam's Club

Aug 2005 – Jan 2009 · 3 yrs 6 mos
Bentonville, Arkansas

Education



University of Tulsa

Figure 5 Confirmation of LinkedIn profile

- **Finding a company's profile:** The steps to conduct a search for finding a company's profile are almost similar to the steps of finding the person's profile. We will again browse to google and type in the search format for finding the right company profile. For example: Walmart, LinkedIn



Walmart, linkedin



All

Images

Videos

Maps

News

More

Settings

Tools

About 125,000,000 results (0.39 seconds)

www.linkedin.com > company > walmart

Walmart | LinkedIn

Learn about working at **Walmart**. Join **LinkedIn** today for free. See who you know at **Walmart**, leverage your professional network, and get hired.

Employees at Walmart

See who you know at Walmart, leverage your professional ...

Wal-Mart

Learn about working at Walmart. Join LinkedIn today for free ...

Walmart Canada

See who you know at Walmart, leverage your professional ...

[More results from linkedin.com »](#)

Jobs

Learn about working at Walmart. Join LinkedIn today for free ...

Walmart eCommerce

Learn about working at Walmart eCommerce. Join LinkedIn ...

Life

See who you know at Walmart, leverage your professional ...

www.linkedin.com > company > walmart-supercenter

Walmart Supercenter | LinkedIn

Walmart Supercenter is a supermarkets company based out of AL ARAGUAIA 2751, Barueri,

Figure 6 Finding a company profile

After that, we will Identify and open the correct LinkedIn URL for the company. If multiple results appear, we will use the official website URL (e.g., walmart.com) and append LinkedIn to refine the search.

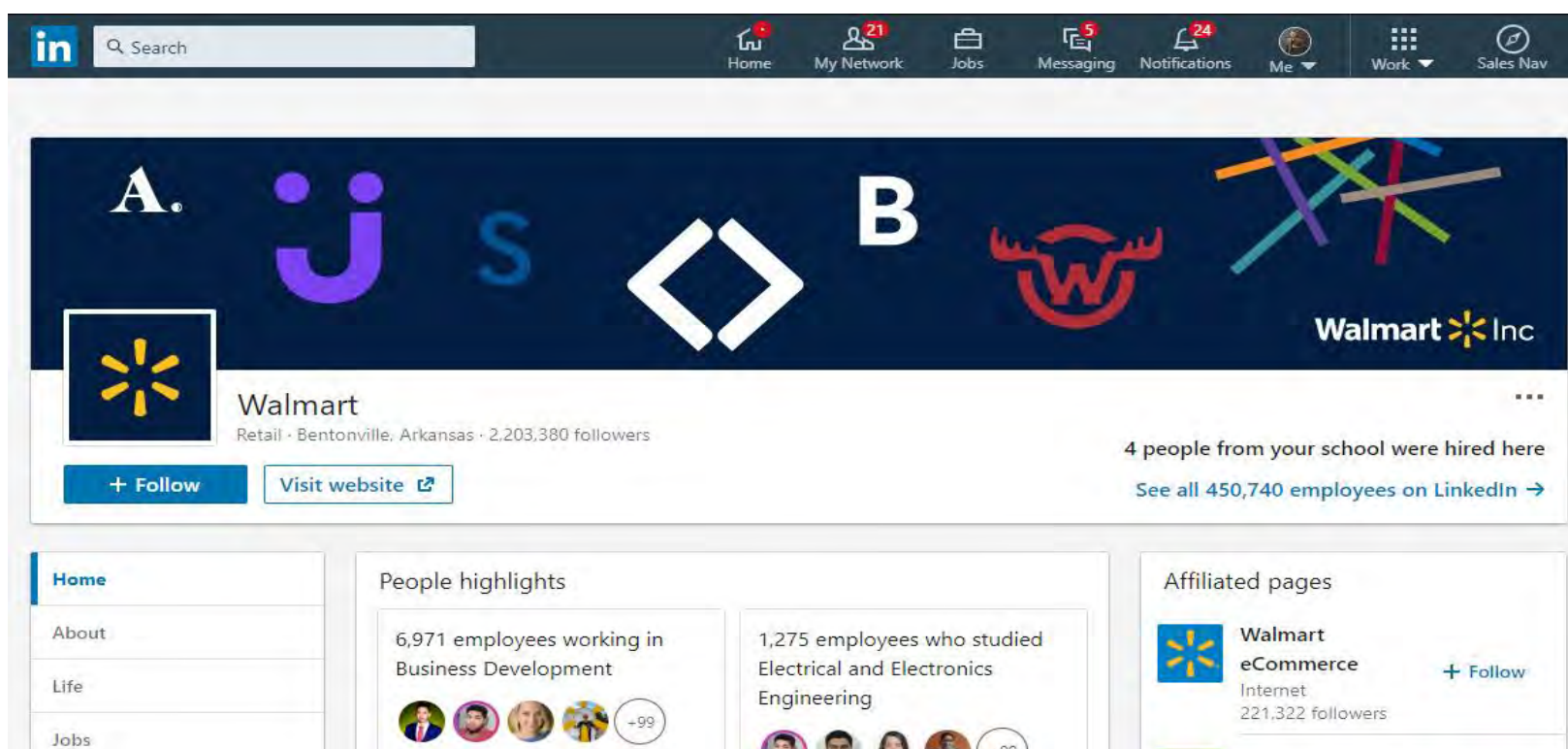


Figure 7 Finding the right LinkedIn profile

- **Determine the Company's Email Domain:** We will visit the company's website and check sections like "Contact," "Our Team," "Privacy Policy," or "Terms & Conditions" for email addresses. If no email addresses were found, we will use the website URL (excluding "www.") to determine the domain. For example, servicenow.com. We will confirm the domain by searching on Google. For example, we will type "email @servicenow.com" and check the results for common email formats.

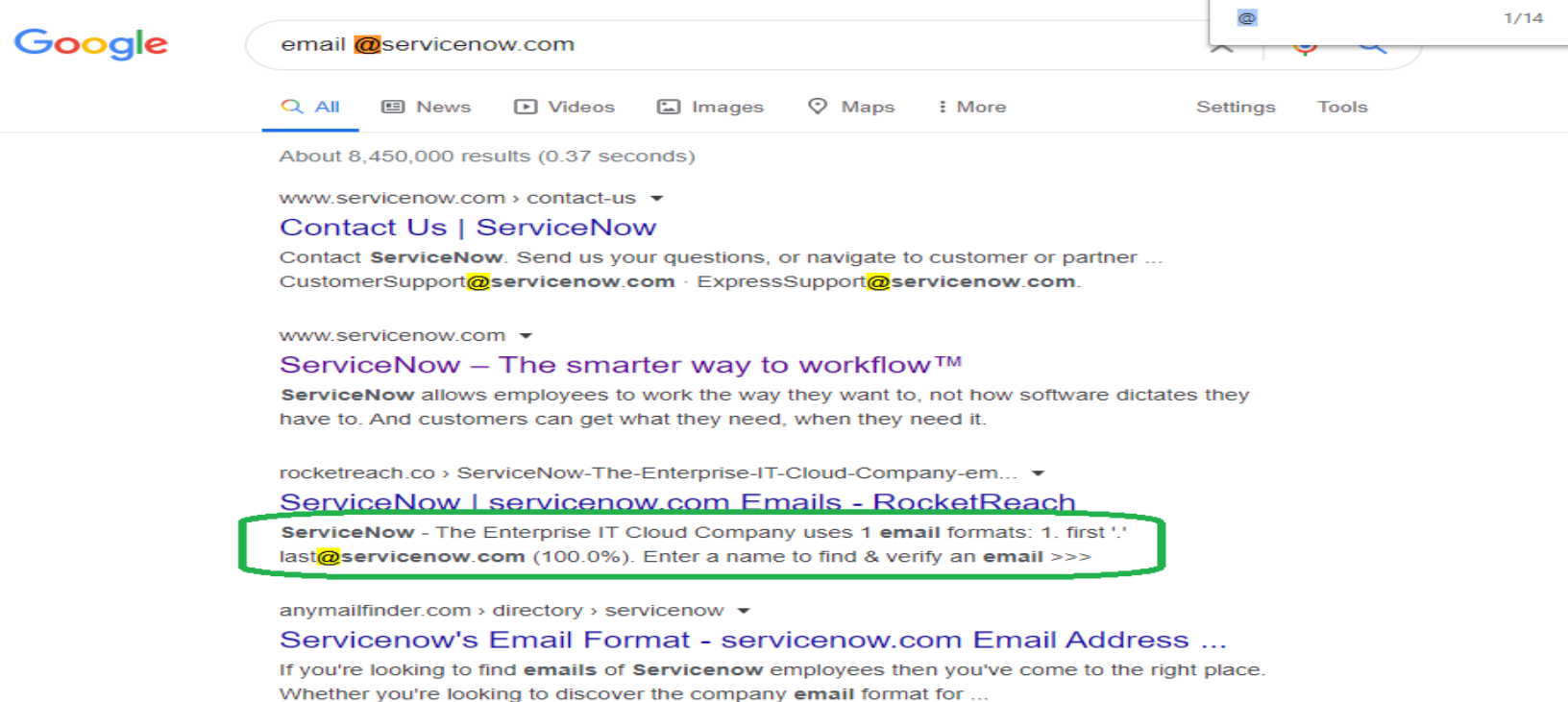


Fig 8: Determining the company email domain

- **Identify the Email Username Format:** We will look for patterns of constructing emails for domains. There can be many formats like using first and last name or adding birthdate at the last of the email etc. From the example of servicenow.com, we can use this format for example such as firstname.lastname@servicenow.com in the search results. Based on the pattern, construct the email address.

If we are unable to figure out the format manually then we can use **Email Permutation** to generate different kinds of email formats based on the domain. We can use tools like Mailmeteor, Metricsparrow, Pipl.ai etc. for email permutation.

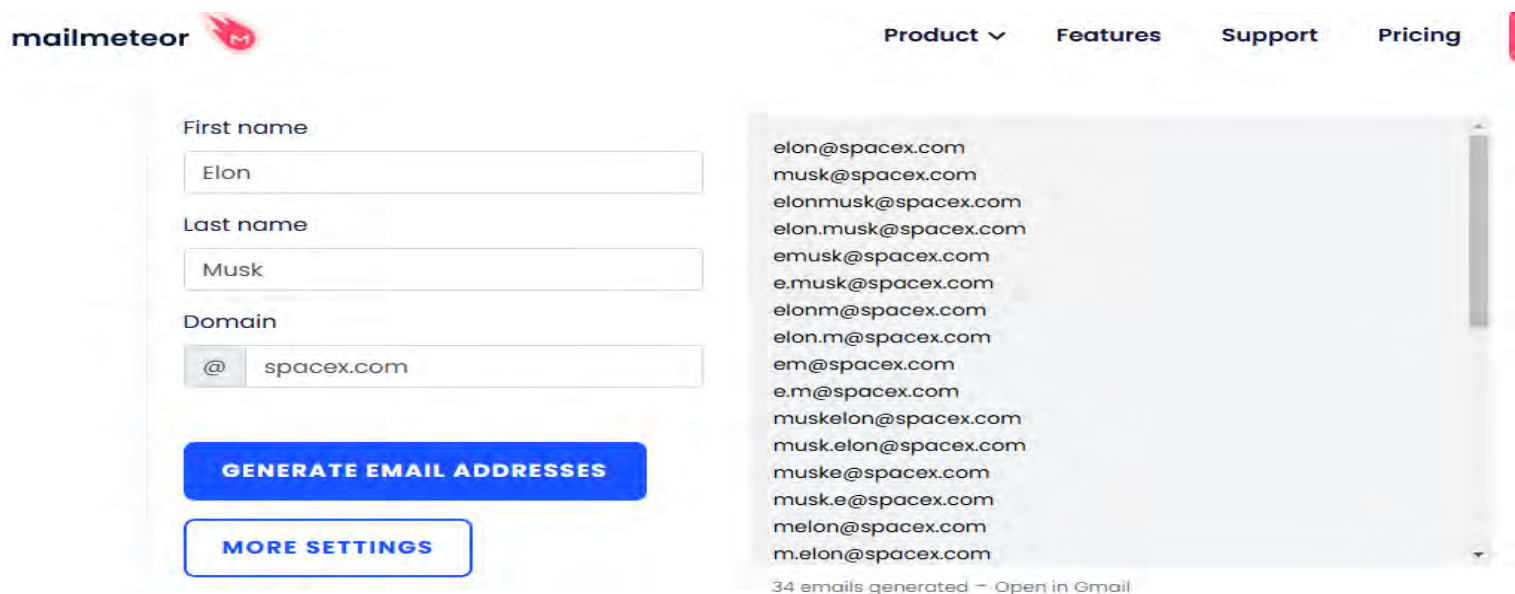


Figure 8 Email permutation tool (Mail meteor)

Checking validity of generated email addresses

1. **Check via Email Compose:** We can simply open our email and write the constructed email address (e.g., bill.mcdermott@servicenow.com) in the Compose section. Then we should Hover our mouse over the email address. If a box appears with 2-4 verification signs, it indicates the email's accuracy.
2. **Test via Mail Tester:** We can use online tools like Mail Tester to confirm the validity of the email addresses. We can simply input the generated email addresses there and check whether the mail is valid or not. Below in the **figure 1.9** we can see that the green/ yellow ones check as to proceed for next step and the red color indicates invalid.

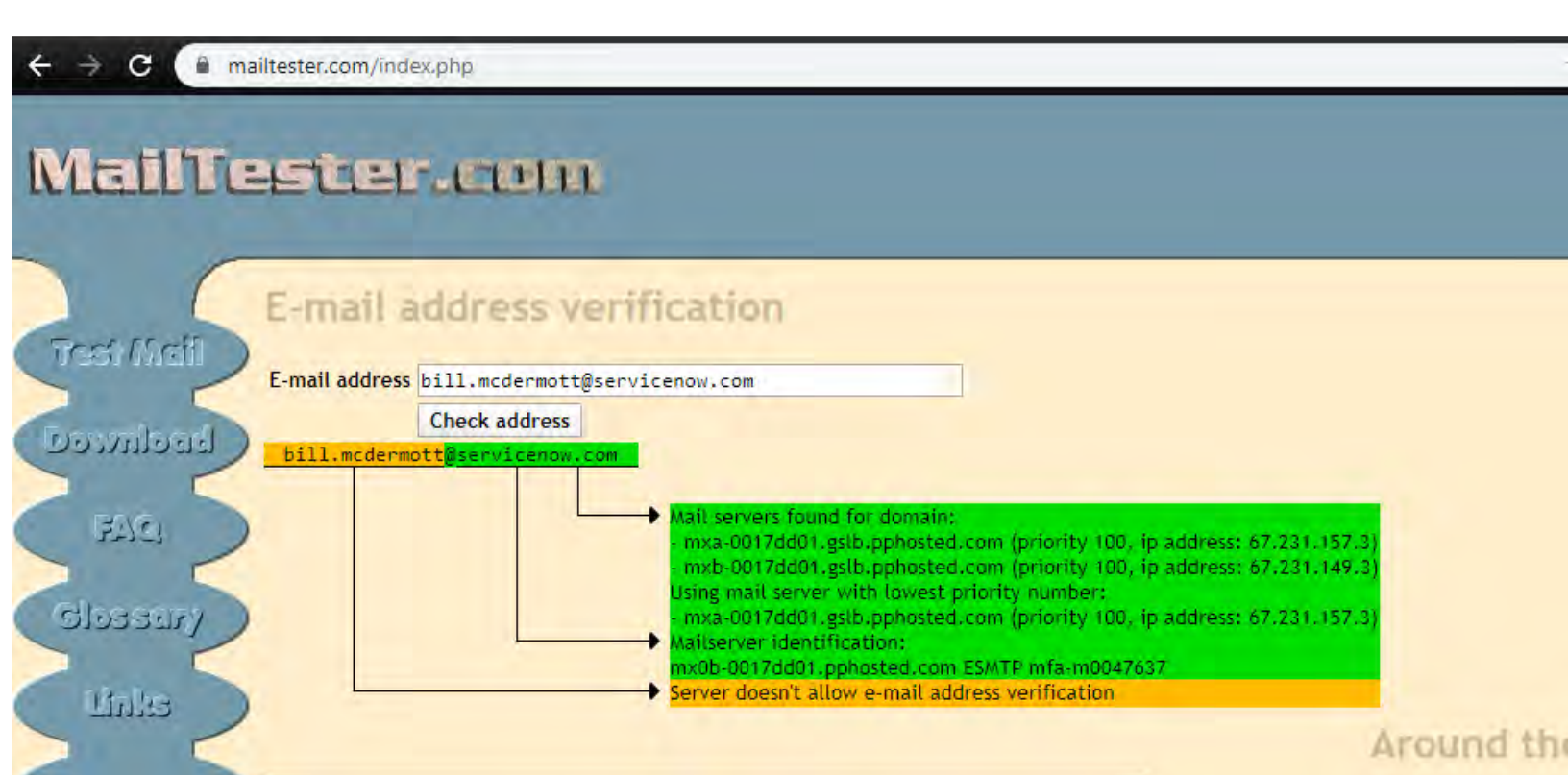


Figure 9 Email validity testing

- **Send a Test Email:** We will create fake emails and send test emails to the validated email addresses. This is the last parameter of checking validation as well. If the email bounces back then it is invalid. We should always use the Bcc option when sending test emails.

After sending test mails, we will be ensured from the results how many emails were bounced and how many were valid. Once we have the validation ensured, we will proceed for our email marketing campaigns.

3.3.2 Determining the best research and content creation techniques and resources for connecting with potential clients

Once we have completed finding out the leads which can be our potential leads, we will move to create contents for email marketing campaigns. There are some online tools which are frequently used by Quantanite. They are listed below.

1. Mailchimp
2. ActiveCampaign
3. Flodesk
4. Brevo
5. Mailerlite

All of these online tools are used to generate contents regarding the service or products that the clients are offering. The valid leads that we identified will be sent these contents via email for further engagement to figure out if they are the potential lead or not. One of the examples of the content of this email marketing campaign is shared in figure

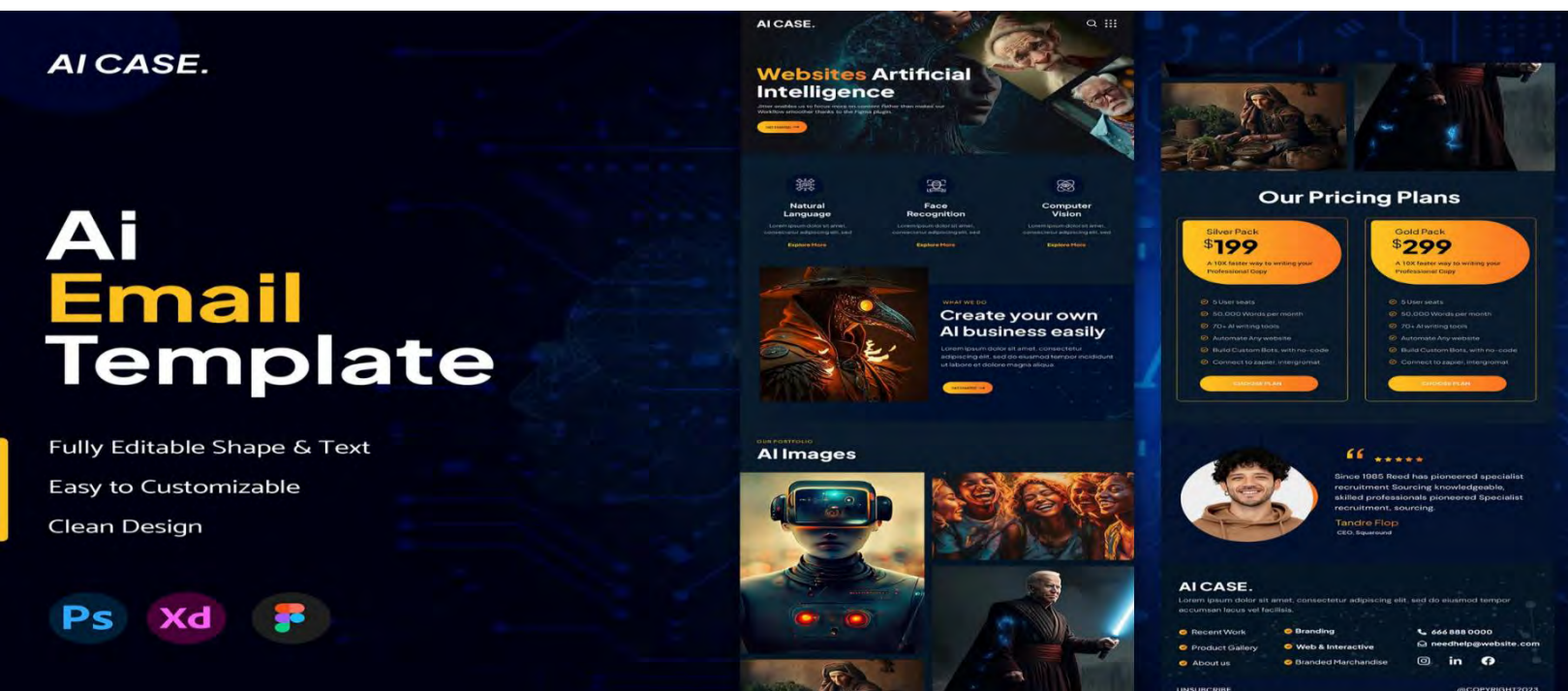


Figure 10 Nurturing leads to convert

With the help of tools like Google analytics, we can easily understand whether the receiver has opened the email or not. We can also check who are visiting the client's websites and who are totally non responsive. Based on these parameters we get the type of leads which are

Potential leads: Opened the email and visited the site

Unresponsive leads: Opened the email but did not engage in any further activities

Cold leads: Did not open the email at all

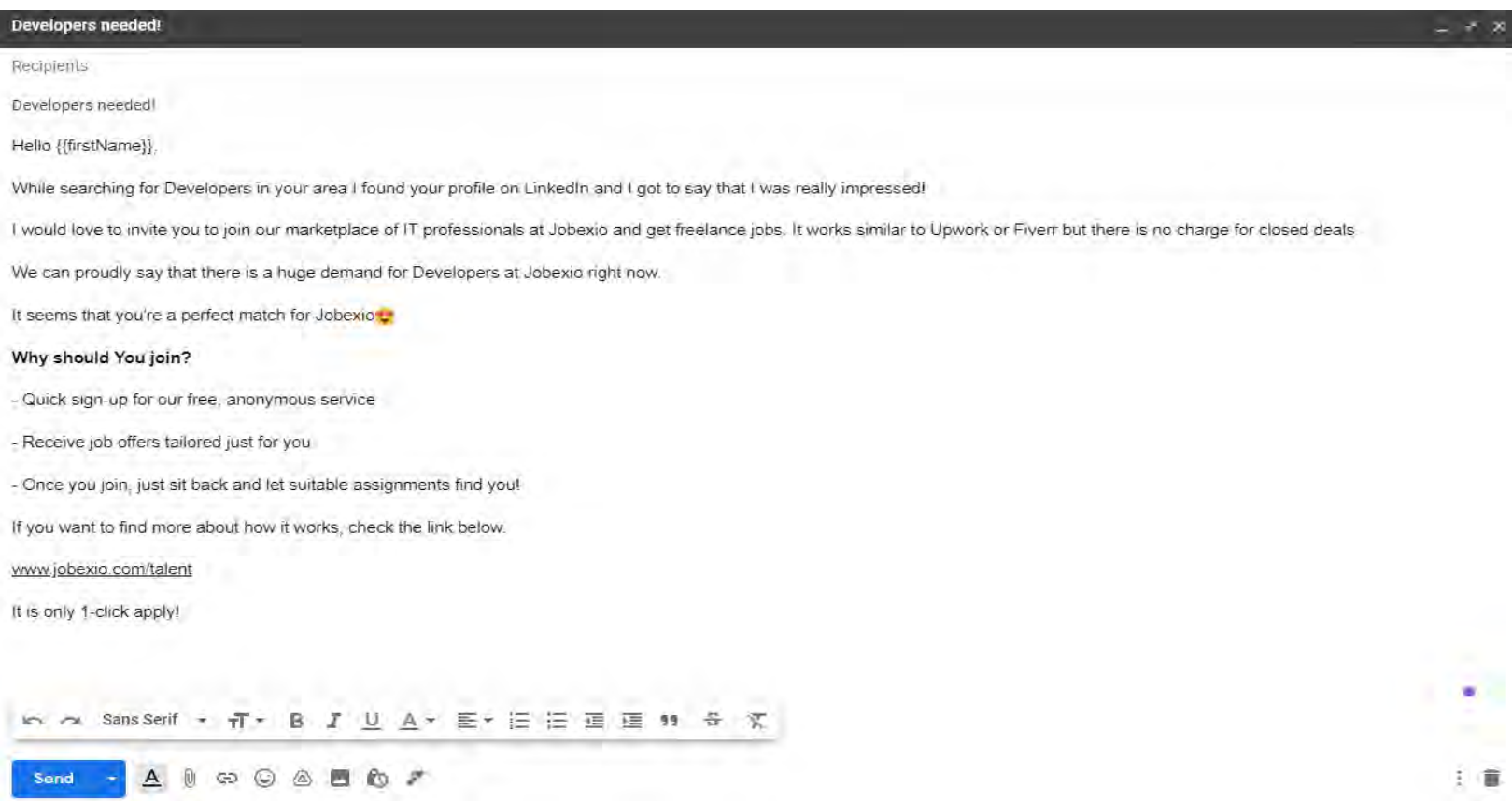
The potential leads are our main targets since they are more likely to transition into purchasing customers. We will identify them and list them for further nurturing.

In the mean time we will also review the leads which were cold and unresponsive again. We will re send the emails to the cold ones and send the offers of the email campaign to the unresponsive ones. If there is any further proceeding activity is noticed on these emails then we will again list them as potential leads and engage with them more to convert them into potential clients.

3.3.3 Finalization of customer base from identified target customers

Once we have the responses from our email marketing campaigns, we will proceed to convert them into potential customers.

- a) **Nurturing leads through personalized follow-ups:** The potential leads which we collected from the email marketing campaign will be the target for nurturing. Our employees will keep on communicating thoroughly about the offers and benefits that they will receive from the product or service. They will communicate with the potential leads regularly and personally will follow up their queries and demands. If they are convinced, then these potential leads will convert into customers for the clients.



- b) **Using tailored offers to draw attention to potential leads:** Sometimes even potential leads are unwilling to proceed further even after engagement with the mail campaign. This is where the clients permit the employees of our end to give them more tailored offers related to their products or services. These offers are attractive and creates a special consideration in the potential leads mind. In many cases, after offering the tailored offers the leads are converted into customers. Thus, this is a useful tactics for the clients to engage in more customers for them.



Figure 12 Tailored offers for nurturing

- c) **Using effective sales tactics developed by internal team:** Sometimes the digital marketing team needs to be more creative to reach out to the potential leads. For example, Different potential leads are some sometimes targeted from different employees to produce a comparative better result. Moreover, the cold and unresponsive leads always require more follow ups and nurturing. The team identifies them separately and continues to try to reach them till a certain period of time.

As the client provides their target numbers of acquiring customers, we will be more focused on meeting their targets within deadlines. Once we have completed the target the email marketing campaign will be closed.

3.3.4 Identifying key performing indicators for assessing a successful lead generation campaign

After completing the campaign, we will generate the reports for clients about the achievement and progress of the campaign. Some of the metrics are used to see if the campaign was successfully completed or not. These are mostly financial data which we include in the report. As there is certain bindings from the clients to share the direct report, I have included some formats here for better understandings.

- a) **Measuring lead conversion rate:** The lead conversion rate refers to the percentage of leads converting to customers. We will measure how many leads we had as targets from client ends and how many we have converted into customers. The equation for calculating lead conversion rate is

$$\frac{\text{Total number of conversions}}{\text{Total number of leads}} * 100$$

Since the reporting here contains financial data, it is confidential to share direct information of client's campaigns. Fortunately, I was provided the report format to provide as an example. The below table refers to the example of client "X" to provide an understanding of lead conversion rate.

Lead Stage	Count	Conversion Rate (%)	Notes
Number of Leads Created	500		Total leads generated
Number of Leads Nurtured	350		Leads engaged

Number of Cold/Unresponsive Leads	150		Leads not responding
Number of Leads Converted	50	10%	Leads that converted
Lead Conversion Rate		10%	Conversion percentage
Nurturing Efficiency Rate		70%	Engagement rate

Table 3 Measuring Lead Conversion Rate

From the table we can identify that the lead conversion rate is 10% for this client “X”.

- b) Measuring cost per lead:** The cost per lead refers to expenses incurred while for all marketing expenses versus the number of new leads generated through different channels. This will include channels like social media platforms, broadcasting platforms, website and other promotional expenses etc. were used to lead generation. The formula for calculating cost per lead is

$$\frac{\text{Total expenses for marketing channels}}{\text{Number of new leads generated}}$$

Since the reporting here contains financial data, it is confidential to share direct information of client’s campaigns. Fortunately, I was provided the report format to provide as an example. The below table refers to the example of client “X” to provide an understanding of cost per lead.

Segment	Expenses	New Leads	Cost Per Lead
Social Media	\$8,000	50	\$160
Broadcasting	\$12,000	30	\$400
Other promotions	\$5,000	20	\$250
	Total Expenses	New Leads	Total Cost Per Lead
	\$25,000	100	\$250

Table 4 Measuring Cost Per Lead

From the table we can identify that the total expenses for all marketing channels are 25000\$. We have generated 100 new leads and cost per lead is 250\$.

- c) **Measuring customer acquisition cost:** The customer acquisition cost refers to the expense that a company has to bare to acquire paying customers from lead generation. This includes all the parameters such as marketing, sales, equipment or tools, total campaign expenses etc. This is the final budget from where a company decides if they have successfully completed the campaign or not. The formula for customer acquisition cost is

$$\frac{\text{Total sales and marketing expenses}}{\text{Number of acquired customers}}$$

Since the reporting here contains financial data, it is confidential to share direct information of client's campaigns. Fortunately, I was provided the report format to provide as an example. The below table refers to the example of client "X" to provide an understanding of customer acquisition cost.

Segment	Expenses	Customer Acquisitions
Lead Generation	\$10,000	200
Email Campaign	\$15,000	
Email Domain purchase	\$20,000	
Online paid tools	\$5,000	

Total Expenses	\$50,000
Number of acquired customers	200
Customer acquisition cost	\$250

Table 5 Measuring customer acquisition cost

The table refers to the expenses that occurred and the below table refers to the total expenses. We can see that number of acquired customers is 200 where total expense is 5000\$. Thus, per customer acquisition cost is 250\$.

3.3.4 Assessment of metrics to define a successful campaign

The benefit always lies where expenses is less than the cost. The above-mentioned metrics are the visual representation for a client to decide whether they have been benefited from the service or not. If their expense for customer acquisition does not exceed their targeted budget then we will consider the campaign successful. Other wise if the expenses exceed the budget, then they will face a loss and count the campaign as unsuccessful.

3.4 Summary and conclusion

Quantanite proceeds for lead generation based on the preferences and requirements from the clients. They use several tools to validate and generate company emails and then target them for lead generations. They use innovative ideas and tools for email content creation and then follow up with the potential leads for conversion. They face challenges during the nurturing of leads and follow ups but continues to work efficiently to convert them into customers. They use the cost per lead, customer acquisition cost and lead conversion rate metrics to determine whether the campaign was successful or not. Quantanite has secured their position in a global scale over the years with their client driven attitude, remarkable workforce enhancement and innovative ideas.

3.5 Recommendations

After the brief understanding of the lead generation procedures, I have listed some suggestions which I think will be useful in the future practices for the company. They are-

- **Usage of more AI and emerging technology in content creation:** Quantanite can use more advanced technology then now in making more attractive contents for email marketing. The more advanced tools they will use, the more competitive advantages they will have over their competitors.
- **Data validation enhancement:** Data validation can be more accurate with the use of newly emerging digital tools. If data validation is effective and immediate, then it will save their time to nurture and content creation.

- **Extending lead profiling and targeting:** They can bring automation and expand beyond general targets to generate more leads. These technologies can help them easily identifying and locking potential leads which can be turned into paying customers.
- **Spreading out to more platforms than only email:** Quantanite can use other platforms like SEO, webinars to enhance their lead generation activities. The more platforms they will use, the broader market they can target. Also, it will increase their credibility in services as well.
- **Providing more training for employees on nurturing leads and personalized follow ups:** They can train their employees more on how to nurture leads and turn them in to paying customers. Many leads stay cold or unresponsive as well. Employees should be trained well on how to make the cold and unresponsive leads to turn into potentials.

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