

CASE STUDY

# Forward-Thinking Marketer at HPE Discovers Cutting-Edge Lead Generation Machine



ActualTech Media

# Hewlett Packard Enterprise

Hewlett Packard Enterprise is the global edge-to-cloud Platform-as-a-Service company that helps organizations accelerate outcomes by unlocking value from all of their data, everywhere.



**John DeMovellan**, a Market Development Specialist at HPE, recently shared his thoughts on working with ActualTech Media on webinar lead generation programs.

## Highlights

### Challenges:

- Ongoing need for an affordable, 3rd party vendor to deliver quality IT Decision maker leads at a reasonable Cost-Per-Lead (CPL)
- Searching for provider to effectively execute on 'outside-the-box' webinar formats that offer better audience engagement options
- Disappointed by a lack of cohesive communication with production teams at legacy webinar providers and a lack of authority and technical understanding on part of moderators

### Solutions:

- ActualTech Media helped HPE drive opportunity pipeline at reasonable cost
- HPE utilizes ActualTech Media's exclusive webinar events where IT buyers hear from multiple IT Vendors in the enterprise technology niche
- ActualTech Media's webinar production teams bring a people-centric approach to working with IT vendor clients

## How ActualTech Media Helped HPE

### Challenge:

Ongoing need for an affordable, 3rd party vendor to deliver quality IT Decision maker leads at a reasonable Cost-Per-Lead (CPL)

### Solution:

ActualTech Media's massive IT audience reach and webinar lead guarantees have helped John drive opportunity pipeline inside of HPE at a reasonable cost.



### JOHN'S THOUGHTS:

When it comes to CPL, John says: "ActualTech Media always delivers! Obviously, with lead gen and demand gen, cost-per-lead is usually one of the focus areas."

**"ActualTech Media comes into play with the value that comes from their events.** That's what actually brought me to ActualTech Media,"

"I was looking for a fairly-priced webinar platform that could help me with lead and demand gen. That's what looped me in originally. But now I'm hooked."

### Challenge:

Searching for provider to effectively execute on 'outside-the-box' webinar formats that offer better audience engagement options

### Solution:

ActualTech Media's exclusive MegaCast, EcoCast, and Virtual Summit multi-vendor webinars bring something entirely different: IT buyers hear from multiple IT vendors in an enterprise technology niche, back-to-back in a rapid-fire format that buyer audiences love.



### JOHN'S THOUGHTS:

**"The biggest differentiator between ActualTech Media and other vendors is the engagement they bring to their events."**

"From a product standpoint, **they consistently look at new ways to get out there** - either a new way to engage on a topic, or theme or medium - including MegaCasts - or a thought leadership route where you're hearing from different business leaders than you have heard from before."



## Challenge:

Disappointed by a lack of cohesive communication with production teams at legacy webinar providers and a lack of authority and technical understanding on part of moderators

## Solution:

ActualTech Media's webinar production teams bring a people-centric approach to working with IT vendor clients.

This includes being as flexible and communicative as possible with clients, with the understanding that vendors are pressed for time and internal presenter resources.

Perhaps most importantly, ActualTech Media's moderators are seasoned technologists with a bona fide understanding of the technology niche under discussion. This results in more meaningful engagement and Q&A with the audience.



### JOHN'S THOUGHTS:

"To me, it really comes back to the customer experience, **it's just a breath of fresh air to work with the ActualTech Media team.**"

"**Everyone on ActualTech Media's side of the fence just kind of gets it**, they understand how to treat people."

## How Can ActualTech Media Help Accelerate Your Webinar Programs?

### Do you have a need for:

- Quality IT decision maker leads at a reasonable Cost-Per-Lead?
- More engaging webinar formats that let you get away from "death by PowerPoint"?
- A webinar provider that really "gets it" – knows how to communicate, has existing technical expertise, and the client-centric processes that ensure your programs succeed?

Since 2015, over **150+ enterprise IT vendors** have participated in ActualTech Media's single-vendor and multi-vendor webinars with **over 100,000 registrants** packing these events annually as their preferred way to learn about new technologies and the IT vendors that provide solutions to their challenges.

**Get in touch with an ActualTech Media rep today and let's explore how we can help you take your webinar campaigns to the next level!**



### ActualTech Media

[Contact Us](#)

1.888.741.7900



### Scott Lowe

[✉ scott@actualtechmedia.com](mailto:scott@actualtechmedia.com)

[in https://www.linkedin.com/in/scottlowe/](https://www.linkedin.com/in/scottlowe/)



### Al Tiano

[✉ al@actualtechmedia.com](mailto:al@actualtechmedia.com)

[in https://www.linkedin.com/in/al-tiano-356342/](https://www.linkedin.com/in/al-tiano-356342/)



### Scott Kline

[✉ skline@actualtechmedia.com](mailto:skline@actualtechmedia.com)

[in https://www.linkedin.com/in/sckline/](https://www.linkedin.com/in/sckline/)



### Karen Hattan

[✉ karen@actualtechmedia.com](mailto:karen@actualtechmedia.com)

[in https://www.linkedin.com/in/karenhattan/](https://www.linkedin.com/in/karenhattan/)