

Borland®

Campaign objectives

- Highlight the business issues and frustrations of software creators at all levels
- Demonstrate that collaboration, using Borland tools across the organization, is the key to success
- Generate marketing qualified leads

Challenge

Research shows that software delivery teams get it right on fewer than 40% of occasions. Horror stories still abound of costly, late or cancelled software projects.

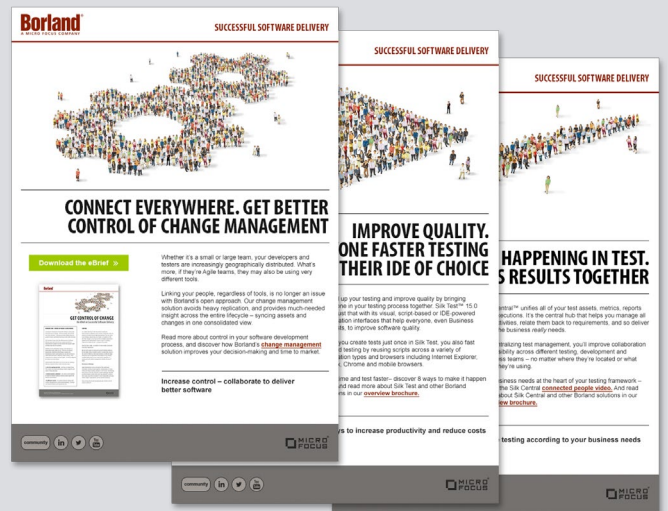
Borland's focus is on the tools, processes and technology that help to improve collaboration within software organisations, so that the right business software is released quicker and with lower development costs. The company targets a 'sweet spot' in the software delivery tools marketplace, between large complex software suites and less capable, open source tools.

True was tasked with creating a campaign with business-level messaging to communicate the issues of poor software delivery – and the solution of improved collaboration.

Solution

'Borland – Successful Software Delivery' was designed to hit back at the problems of software failure, and drive response for different solutions in Borland's portfolio. The campaign needed a flexible communications platform that could evolve as new products are added to that portfolio.

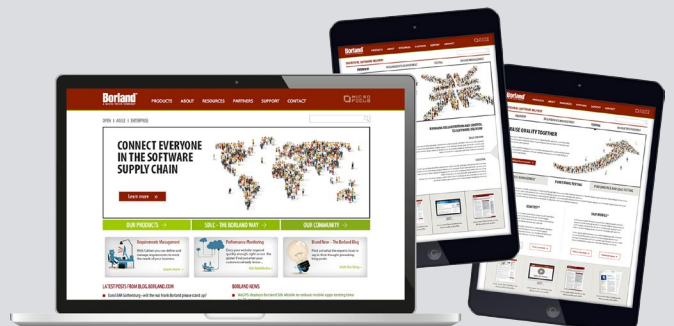
True's 'connected people' imagery became the visual focus for a better collaboration campaign that generated leads for Borland's suite of software testing tools, via an Eloqua lead nurturing programme, which in turn generated an incredible ROI.



Email nurture series



PDF web assets



Landing page

Audiences

External

- Senior C' suite – CIO, COO
- Business Analysts
- Application IT Management
- Application Developers
- QA Managers
- QA Testers
- Project Managers

Internal

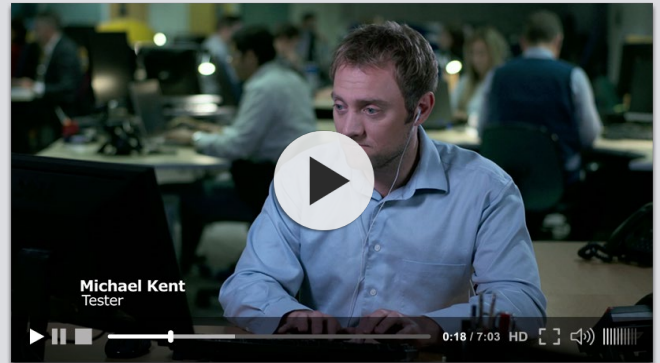
- Borland's global sales teams
- The executive board, financial analysts, and shareholders

Media

The campaign used a combination of programmatic online advertising (bidding in real time for media space), plus an email nurturing programme – for each Borland solution – hosted on landing pages within Eloqua, the marketing automation tool. This was supported by a series of content pieces including videos, whitepapers, eGuides, brochures, case studies and infographics.

Results

Marketing qualified leads directly related to licence fee revenue resulted in an incredible ROI of **2143%** and a **60%** uplift in sales.



Digital videos - [click to view](#)



Solutions brochure



Event support



Product eGuides

Start a great B2B brand story:

- ☎ Call True on +44 (0)207 952 2120
- ✉ Email info@trueagency.com
- 🌐 Visit trueagency.com