

Digital Kungfu + Microsoft



*Digital Kungfu
delivers 760% over
target for Microsoft
in only 72 hours.*



About Microsoft Data

Industry: ICT

Location: Johannesburg

Solution: Microsoft ISV
Partner Program

Web: [www.microsoft.com/
en-za](http://www.microsoft.com/en-za)

The Challenge

Microsoft's partner programs are designed to help Independent Software Vendor (ISV) partners take their products and services to market across a variety of customer segments, industries and channels.

It's a program that effectively helps Microsoft ISVs build, market, and sell their solutions efficiently. The problem is that many Microsoft partners are not aware of it, or its numerous benefits.

Microsoft therefore needed to raise awareness, recruit and activate software companies into the Microsoft ISV program.

This would require a targeted approach that spoke directly to ISVs, their needs and challenges, and educated them around the program, including the fact that they would be able to access guidance on building modern, scalable, and secure apps, and developing their go-to-market plans, as well as expose their solution on Microsoft's Commercial Marketplace and take advantage of multiple channels to reach customers globally.

Solution: Targeted campaigns achieve results

Microsoft engaged with Digital Kungfu to deploy a Lightning Strike campaign to build awareness and traction amongst ISVs. Digital Kungfu's in-depth understanding of Microsoft's value proposition and the ISV landscape ensured that the content and production team could craft messaging that addressed real, on-the-ground challenges.

From there, online media and campaign specialists ensured that media spend was targeted in the right place, accessing ISVs and decision makers and speaking directly to their needs.

The Results

The success of the campaign and the results achieved by hyper-targeted media spend speak for themselves.

In only 72 hours, Digital Kungfu secured a **402%** over delivery in market qualified leads and **760%** over delivery in sales qualified leads. Successful targeting also ensured that each lead was secured at a cost per lead spend that was 84% under target budget.

The campaign served **168 000 impressions** and reached **60 000 decision makers** in the software category. Without Digital Kungfu's ability to enrich data and adjust campaigns accordingly, its digital campaign specialists wouldn't be able to achieve such targeted results for technology clients – particularly in such a short space of time.



Don't take our word for it

"Digital Kungfu understands our business and the software vendors that we work with. Our campaigns consistently perform well because the messaging, media spend and lead vetting processes that Digital Kungfu's team employ are designed with technology businesses in mind."

Rochelle Mountany
Strategic ISV partner acceleration for MEA at Microsoft

