



Product Launch Campaign Receives Off the Charts Results from C-Level Executives

Campaign Response Rates Triple Anticipated Results

Planview is an industry-leading provider of portfolio management solutions that enable IT and product development organizations to balance strategy against the resources available to execute, to help customers achieve their strategic goals. A Launch Marketing client, Planview is an active marketer, focused on generating demand across product lines.

WHAT WAS THE OPPORTUNITY?

New Product Launch Campaign

Planview Enterprise is a decision-making platform that enables clients to synchronize top-down planning with bottom-up execution. As an enhancement to this market-leading product, Planview was planning to announce the launch of a highly interactive analytics application, Insight Analytics, which was expected to generate immediate interest from executives.

"With Launch, I never have to choose between speed and quality: they always deliver both."

Linda Roach, Vice President,
US and Corporate Marketing, Planview, Inc.

WHAT WAS OUR SOLUTION?

Sneak Peek – A Pre-Launch Preview to Current Customers

Planview wanted to provide its customers an insider's first peek at the newest product. To do so, Planview needed an integrated, multi-touch marketing campaign that would drive recipients to participate in a webinar and/or product demo and could meet an aggressive timeline for development, implementation and launch.

WHAT DID WE DO?

Targeted Messaging Drives Demand

Planview outlined the framework for this campaign and segmented their current customer database into three groups, allowing for more targeted messaging. Group 1 included C-level executives, Group 2 included Product Sponsors – directors and managers – and Group 3 consisted of hands-on product users.

With a campaign framework outlined, an aggressive timeline and busy workloads, Planview turned to Launch Marketing for strategic guidance, project management and creative services. Launch Marketing developed several ideas to enhance the campaign. With the revised campaign framework in place, Launch Marketing developed a campaign timeline and quickly began the development of creative executions reflecting the look and feel of the campaign. Launch Marketing applied a turnkey approach to managing the intricate execution process in order to ensure that the campaign stayed on schedule.

WHAT WERE THE RESULTS?

Calls-to-Action Delivers Results

The Planview Insight Analytics launch campaign was a great success and achieved response rates much higher than expected results in all three of the targeted groups. Most significantly, Group 1, consisting of C-Level executives, exceeded the anticipated response rate by a significant 13%, more than tripling anticipated rates, which were based on industry standard rates. All elements of the campaign were cohesive and drove results.

Through strategic direction, creative insight and timely execution, Launch Marketing successfully created product awareness and demand, exceeding Planview's expectations. "Launch Marketing helped us take a dimensional mailer campaign, with fully integrated Web and email components and across three list splits, from concept to mail stream in less than two weeks," said Linda Roach, vice president of US and corporate marketing at Planview. "The results were tremendous – 18% response rate in the C-suite! With Launch, I never have to choose between speed and quality: they always deliver both."

