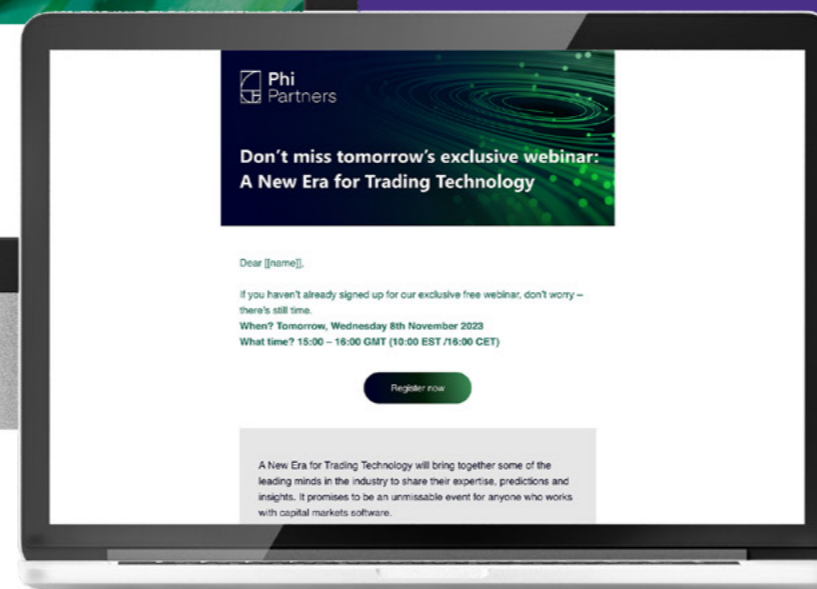
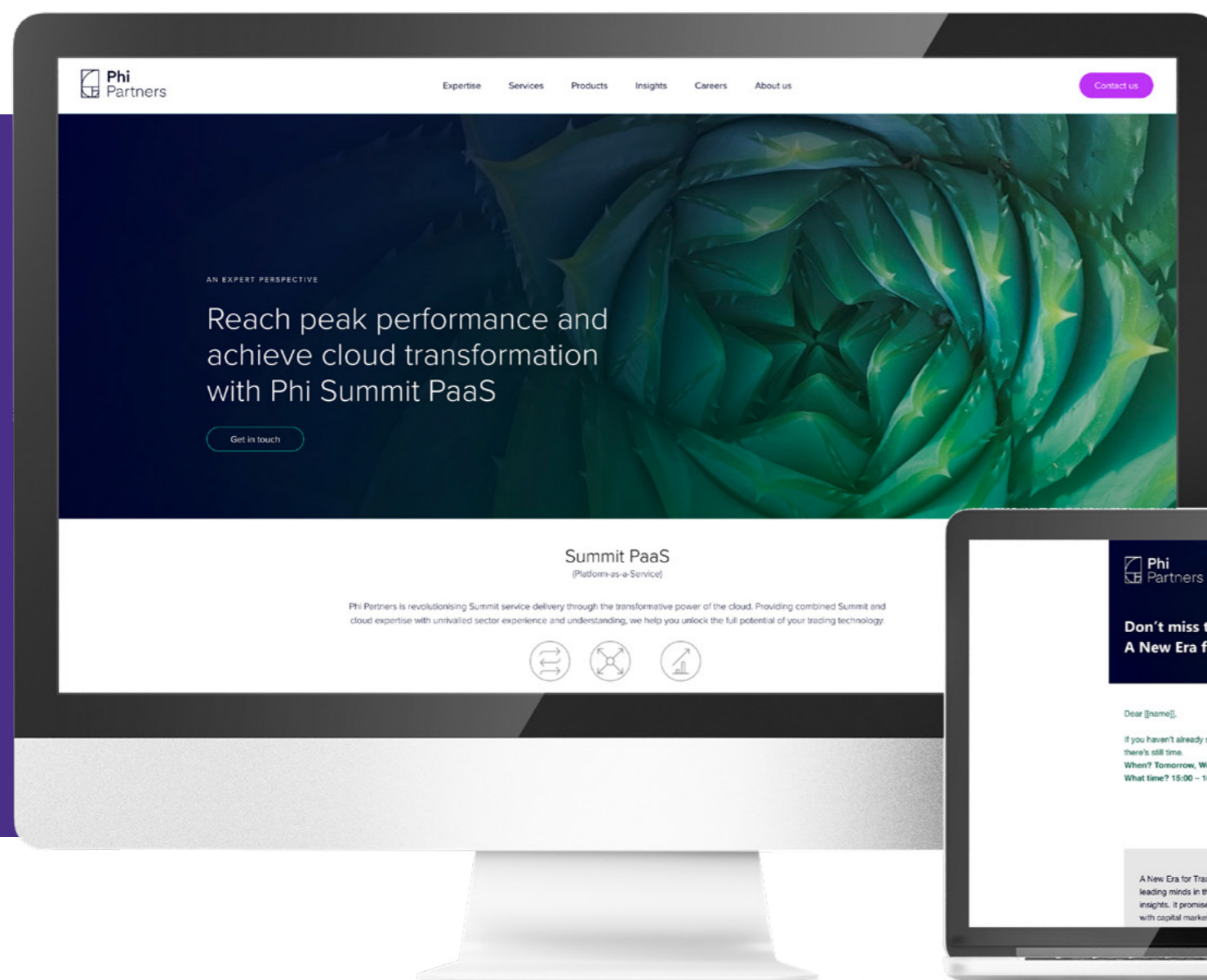


# The Think Tank & Phi Partners

## Reaching Peak Performance with Summit PaaS



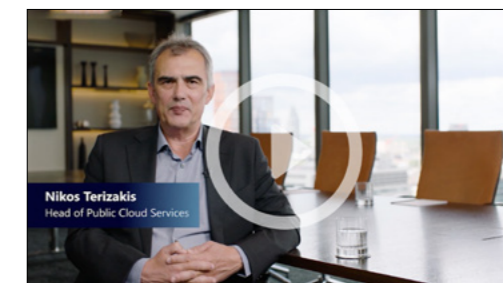
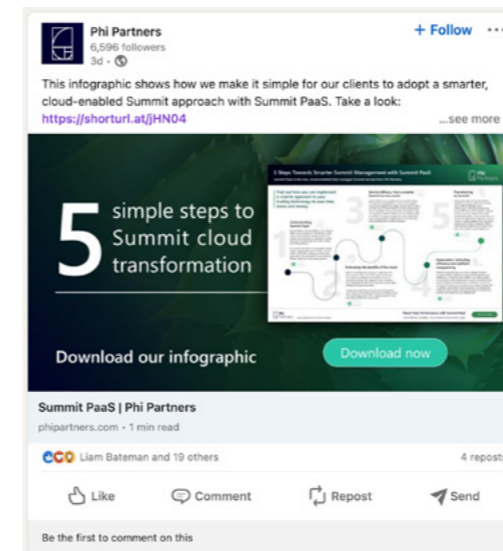
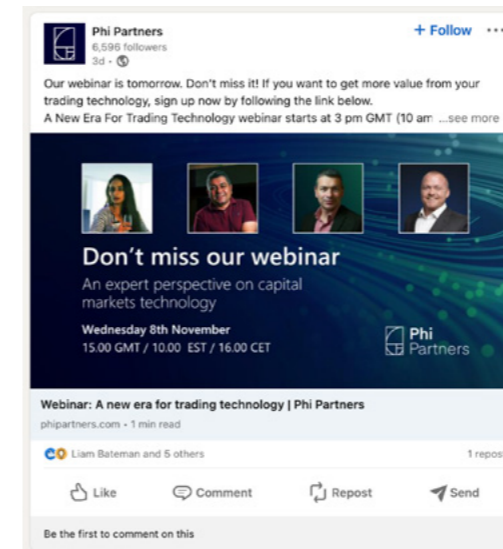
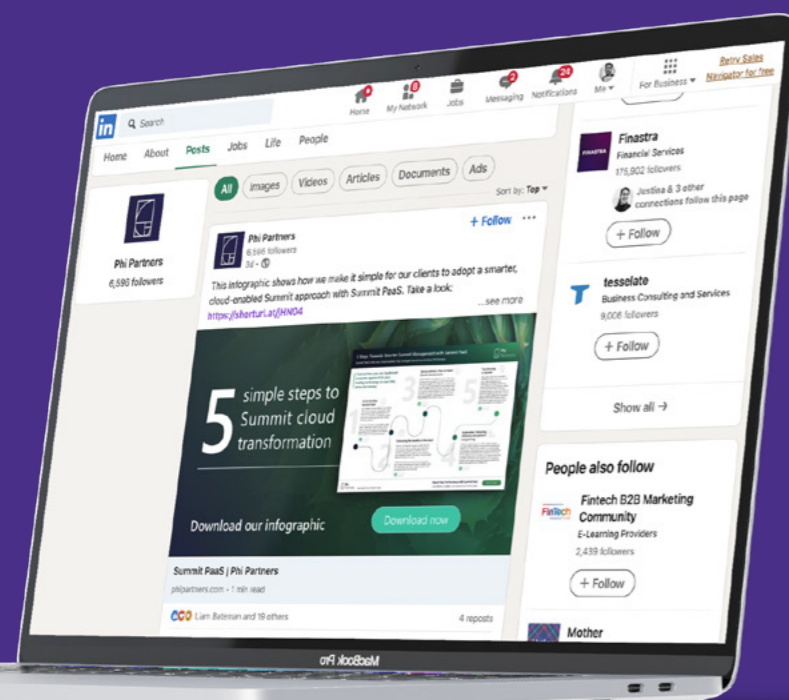
A global fintech campaign that reached great heights, delivering £6m in sales and a substantial pipeline.

# Introduction

The Peak Performance campaign, for fintech consultant Phi Partners, was designed to launch a new 'Platform as a Service (PaaS)' support package to a global banking customer and prospect base who used the Summit software platform, targeting 130 technology leaders across 85 banks from the Far East to USA.

The campaign goals were to educate the audience on benefits of moving Summit to the cloud, inform them about the Phi 'PaaS' solution and benefits, create a pipeline of **£20m** from four sales qualified leads and raise Phi brand awareness within the financial sector.

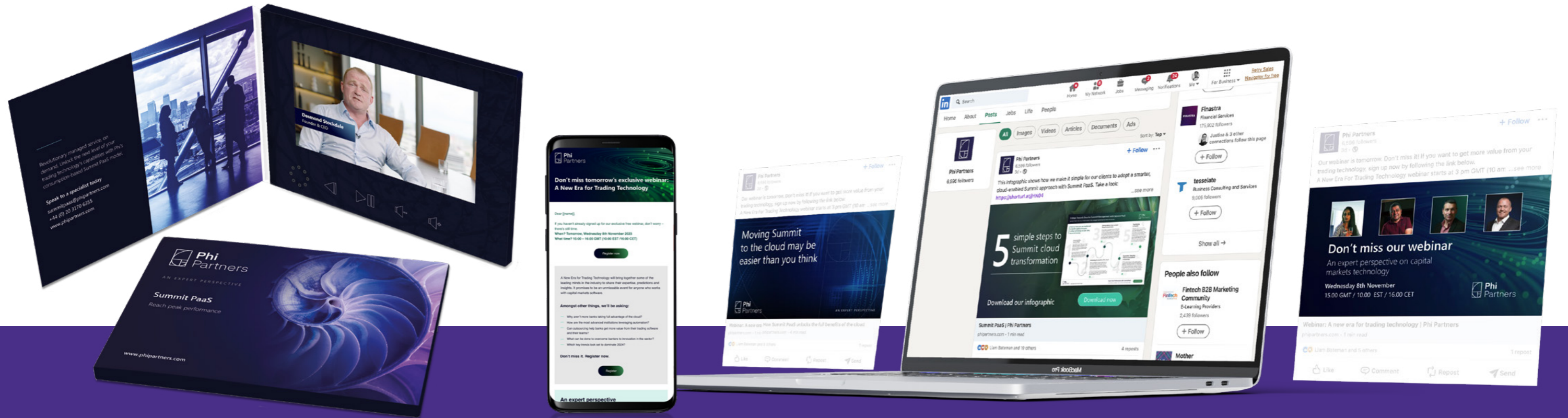
The outcome exceeded all expectations, resulting in a first contract secured worth **£6m**, delivering a campaign **ROI of just over 100:1**, so far. Plus, a pipeline of 5 concrete SQLs worth a potential **£30m** and 6 additional ones that look positive. This is alongside a significant increase in brand awareness demonstrated by the growth in web traffic of **46%** during and post campaign.



# Strategy

The strategy was based around an ABM model to educate and engage core audiences, whilst deepening understanding amongst influencers.

An integrated media strategy was developed, including direct mail, email, digital advertising and content promotion, which took audiences on a journey to understand Summit PaaS and its benefits. It's a complex service that required reassurance and support at every step of the process. The campaign needed to build audience trust.



## Implementation

Across three months, starting mid-September 2023, the campaign was implemented via three channels; direct mail, email and paid posts through LinkedIn.

### Phase One

A teaser email was sent to core audience of 130 key decision makers from Phi CEO.

### Phase Two

Followed by a 'video card' direct mail piece, containing the [overview video](#). This directed them to a [Summit PaaS landing page](#) for more information, however within a week of the video cards landing Phi received four direct calls from bank CTO's for more information.

### Phase Three

Next, three staggered e-shots were distributed over 6 weeks, promoting [step-by-step videos](#), [infographic](#) and [blog posts](#), taking the audience on a journey.

### Phase Four

Concurrently, LinkedIn sponsored and thought-leadership posts promoted the offer, videos, [blogs](#), [infographic](#) and [webinar](#). Audiences were built using Sales Navigator and LinkedIn, starting with our core 130 key decision makers and broadened out to cover audiences mentioned previously.

### Phase Five

Retargeting placed additional content in front of those who had already engaged.

# Results

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## Results (3 Months)

	Previous	Target	Result	Increase above Target	Increase above Previous
<b>Campaign</b>					
Users:		750	1,911	<b>155%</b>	
Clicks:		1,250	3,350	<b>168%</b>	
Page Views:		2,000	3,375	<b>68%</b>	
<b>Website</b>					
Organic Traffic:	4,428	5,313	6,486	<b>22%</b>	<b>46%</b>
<b>LinkedIn</b>					
LinkedIn Page Impressions:	17,447	26,170	39,580	<b>51%</b>	<b>126%</b>
LinkedIn Organic Clicks:	840	1,008	1,904	<b>88%</b>	<b>127%</b>
LinkedIn New Followers:	318	381	504	<b>32%</b>	<b>58%</b>
<b>Sales Pipeline</b>					
SQLs:		4	12	<b>300%</b>	

## Testimonial

“The campaign was masterfully designed by The Think Tank as an end-to-end, turnkey solution for Phi. This was our first ever GTM and was a resounding success, as was the partnership with The Think Tank. We plan to run another 2-3 GTM’s with The Think Tank in 2024.”

**Desmond Stockdale, CEO, Phi Partners**



First contract worth **£6m** signed



**12 SQLs**



**£30m Pipeline**



**46%**  
Increase in organic traffic



**127%**  
Increase in LinkedIn Page impressions