



8 MILES SOUTION

CASE STUDY - MERCER METTL

Precision-Driven Triumph: Unveiling Mercer Mettl's ABM Success with 8 Miles Solution

Talent is a combination of core traits and acquired skills

Assessing Both Is The Backbone Of A Comprehensive Pre-employment Assessment Strategy

Core Traits



Personality Traits

Characteristic patterns of thoughts, behaviors, cognition and emotions specific to each individual



Behavioral Tendencies

Task-Related Behaviors Critical for a Successful Performance at the Workplace



Cognitive Ability

Reasoning And Problem-solving Skills Required For A Candidate To Perform The Job



Acquired Skills



Domain Skills

Specific Role-based Knowledge And Technical Competence



Coding Skills

Right Coding Knowledge And The Ability To Solve Problems Through Code



Communication Skills

The Ability To Convey One's Thoughts Meaningfully In The Language Used



ABOUT:



Mercer Mettl, a renowned player in the Human Resource Management System (HRMS) sector, specializes in offering innovative solutions tailored for talent assessment and hiring optimization. With a global presence, Mercer Mettl has emerged as a leader in providing cutting-edge tools and platforms designed to streamline the recruitment process, enabling organizations to identify and acquire top-tier talent seamlessly.

Holistic Online Assessment Tools for Academic Institutes and Corporates

Conduct Online Exams | Conduct Virtual Assessments | Hire and Develop Talent



Talent Assessment Solutions

A suite of scientific assessment tools

EXPLORE



Coding Assessment Solutions

Build high-performing coding teams using our suite of coding tools

EXPLORE



Hiring Solutions

Assess talent holistically and automate your hiring using our digital tools

EXPLORE



L&D Solutions

Automate your L&D processes using our digital tools

EXPLORE

CAMPAIGN OBJECTIVE: GENERATING 200 ABM LEADS WITH BANT QUALIFICATION

Mercer Mettl sought to execute a targeted Demand Generation campaign aimed at securing 200 Account-Based Marketing (ABM) leads from Indonesia and the Philippines. The focus was on engaging key HR titles within organizations, including Talent Assessment Heads, Talent Acquisition Heads, L&D professionals across various levels, HR Heads, and strategic decision-makers. The targeted companies were those with 200+ employees and revenues exceeding 10 million dollars.

Program Overview:

CAMPAIGN TYPE:

Marketing Qualified Leads

Region:

Singapore, Indonesia & Philippines

ALLOCATION:

200 Leads

ABM accounts:

1000

JOB TITLE PERSONA:

Human Resource Decision Makers

Parameters

Open industry, 10Mn+ Revenue

CAMPAIGN: STRATEGY & EXECUTION

8 Miles Solution was selected as the execution partner due to its expertise in executing strategic campaigns aligned with Mercer Mettl's objectives. The campaign primarily revolved around promoting Mercer Mettl's newly launched Assessment tool designed to enhance the hiring process and ensure the recruitment of top-tier talent.

The core topics highlighted during the campaign were Talent Assessment, Cognitive, Communication test, Technical Hiring & Psychometric tests, showcasing Mercer Mettl's capabilities in these areas. The ABM-based BANT campaign strategy was structured as follows:

BUDGET

Identifying prospects with the financial capacity to invest in HRMS solutions

AUTHORITY

Targeting decision-makers possessing the authority to make purchasing decisions.

NEED

Identifying prospects with specific needs that Mercer Mettl's offerings could address.

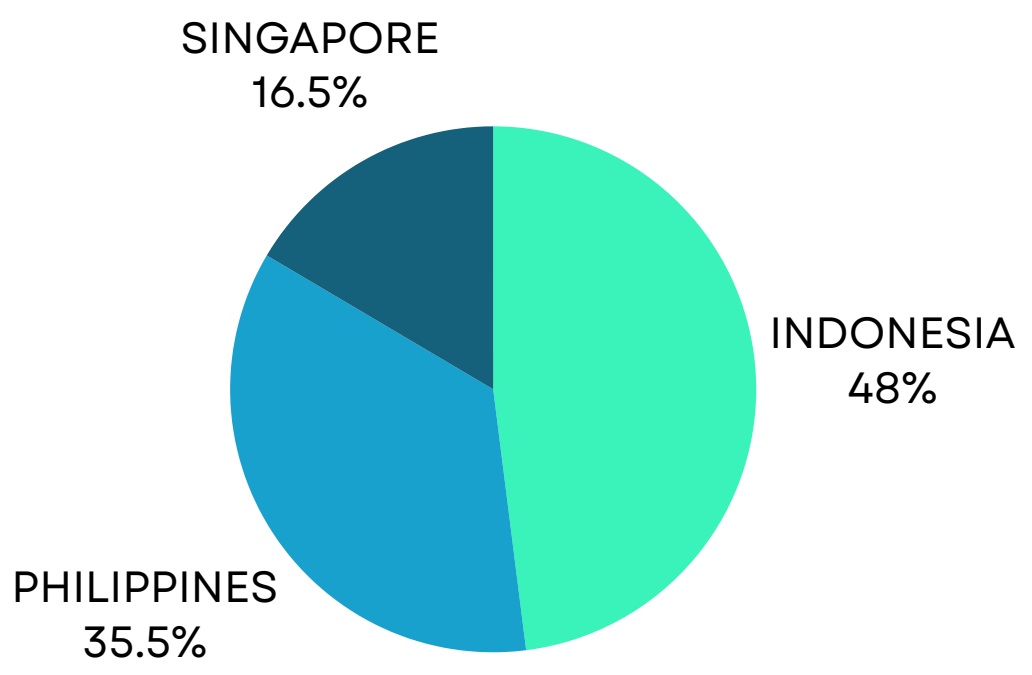
TIMELINE

Engaging prospects with a defined timeline for making a purchasing decision.

CAMPAIGN STATISTICS

QUALITY VS QUANTITY

- Over 30% Conversion Rate Observed from Leads Generated
- 10X Increase in Sales Pipeline Indicates Campaign Success
- 100% Meeting of Set Expectations within the 2-Month Campaign Duration
- Targeted Audience of 200+ Employee Companies with \$10M+ Revenue



EXECUTION APPROACH & SUCCESS METRICS



The success of the campaign hinged on the ‘Intent Meter,’ a proprietary metric utilized by 8 Miles Solution. This metric determined lead quality, ensuring that leads shared with Mercer Mettl scored more than 7 out of 10. The score was derived from BANT questions, prospect responses, engagement during discussions, and the prospect's willingness for further discussions with Mercer Mettl.

The campaign, executed over a span of 2 months, not only met but exceeded expectations. Mercer Mettl observed a remarkable conversion rate of over 30% among the leads generated. Furthermore, the campaign led to a significant surge, amplifying the sales pipeline by 10X, showcasing the effectiveness of the targeted approach and the alignment with the BANT methodology.

CONCLUSION

Through the strategic execution of an ABM-based BANT campaign with the support of 8 Miles Solution, Mercer Mettl achieved remarkable success in securing high-quality leads aligned with its target audience and objectives. The campaign not only delivered on the specified metrics but also showcased the potential of Mercer Mettl's offerings in revolutionizing the HRMS landscape, enabling organizations to leverage advanced assessment tools for talent acquisition and management.

This success stands as a testament to the strategic partnership between Mercer Mettl and 8 Miles Solution, demonstrating the power of targeted campaigns and insightful lead qualification methodologies in driving substantial business outcomes.



ABOUT US: LETS WALK THE JOURNEY TOGETHER

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8 Miles Solution leads in strategic marketing, shaping businesses with precision campaigns. Our forte lies in tailoring transformative strategies via Account-Based Marketing (ABM) and meticulous BANT lead qualification. Adaptable across industries, we craft bespoke solutions, consistently evolving to meet market demands. Committed to delivering value and fostering growth, our ethos centers on innovation and relentless pursuit of excellence, earning us trust as a partner in steering businesses towards enduring success.