

White Glove Marketing Services

Marco & Hitachi Vantara

Campaign Showcase



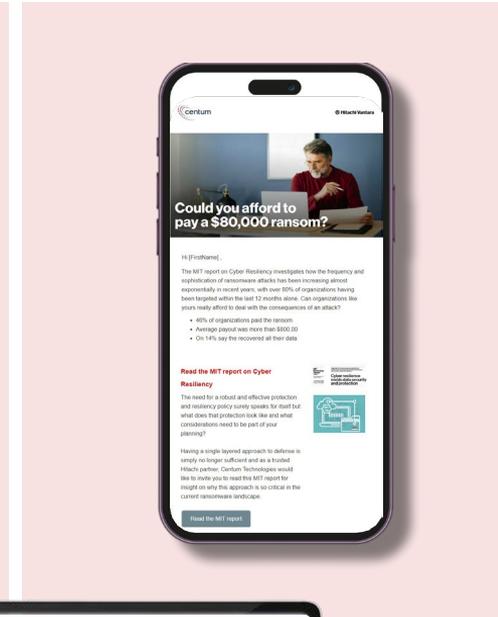
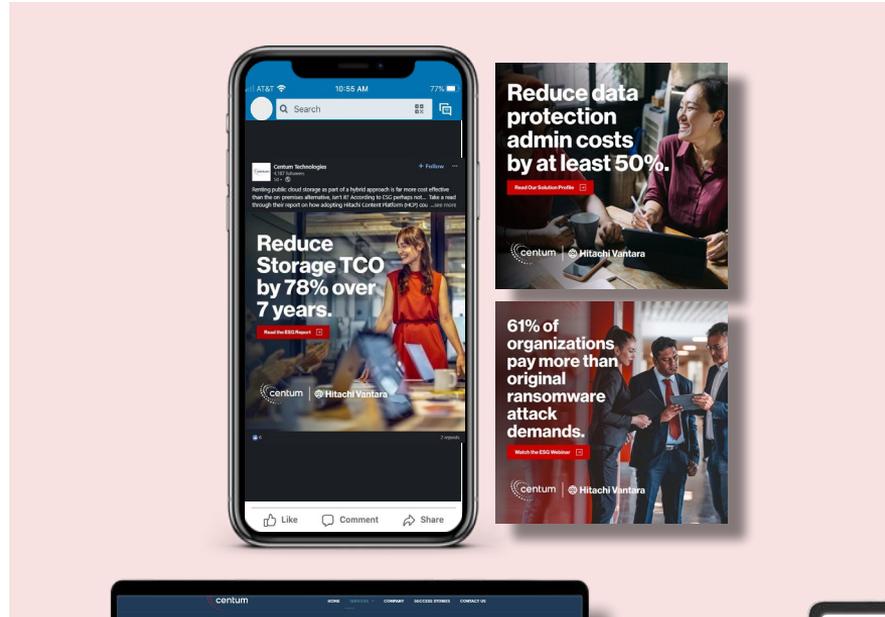
Partnership Hitachi <> Centum

Objective Demand Generation

Results

- 12 MALs/MQLs
- 11 Companies
- 2 Targeted Regions
- 3K Prospects targeted

The demand generation campaign significantly enhanced Centum's market presence, driving elevated visibility and deep engagement with high-value prospects. This strategic outreach resulted in new sales opportunities across targeted regions, contributing directly to Centum's growth objectives. The successful campaign has set the stage for ongoing business expansion and further collaboration.

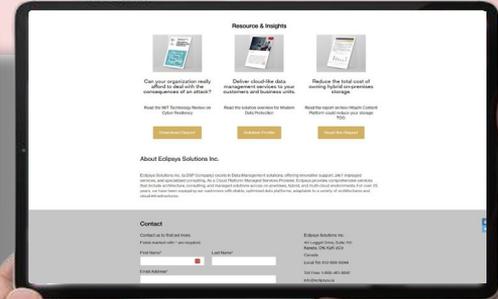
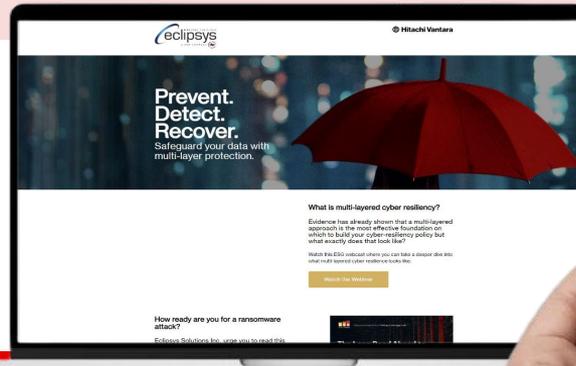
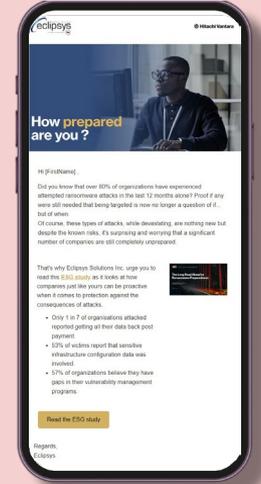


Partnership Hitachi <-> Eclipsys Objective Demand Generation

Results

- 72K social impressions
- 246 social clicks
- 37 MALs/MQLs
- 18 Companies
- 06 Targeted Region

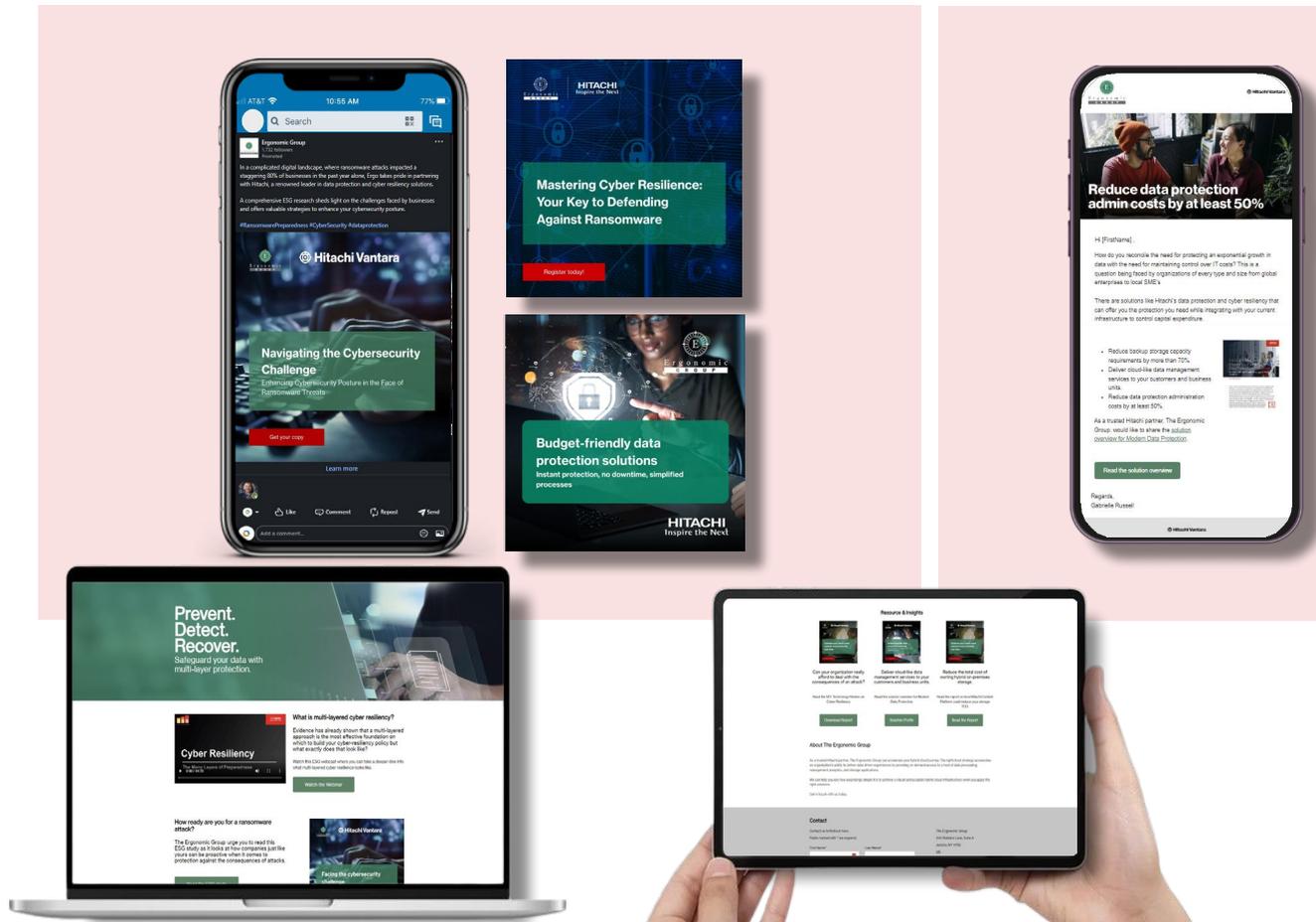
Campaign delivered exceptional results, significantly boosting Eclipsys's visibility and engagement across key regions. With 37 high-quality leads generated, the campaign provided a strong foundation for follow-up marketing activities and future sales opportunities. The success of this initiative has paved the way for ongoing collaboration, positioning Eclipsys for continued business growth.



Partnership
Hitachi <=> Ergo Group
Objective
Demand Generation

- Results
- 31K social impressions
 - 180 social clicks
 - 27 MALs/MQLs
 - 19 Companies
 - 5 Targeted Regions

The campaign drove significant business outcomes for Ergo Group, boosting brand visibility and generating high-quality leads across multiple regions. The strong engagement and targeted outreach resulted in substantial sales opportunities, positioning Ergo Group for continued growth. Impressed with the campaign's success, Ergo Group is eager to build on this momentum and expand their marketing efforts with us.

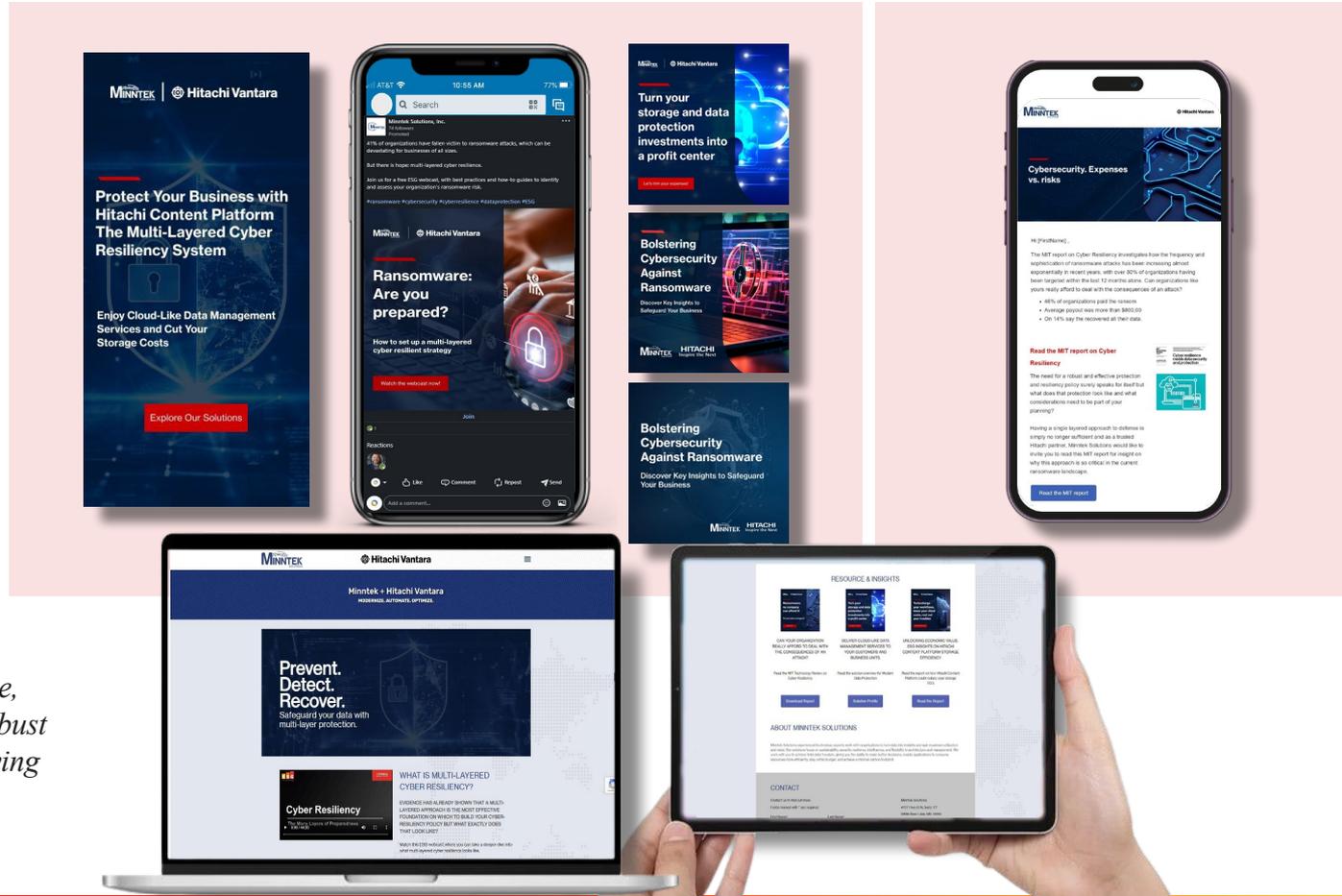


Partnership
Hitachi <> Minntek

Objective
Demand Generation

- Results
- 88K social impressions
 - 1.8K social clicks
 - 44 MALs/MQLs
 - 21 Companies
 - 10 Targeted Regions

This collaboration significantly enhanced the client's market presence, leading to increased visibility and robust engagement with new prospects, driving measurable business growth.



Partnership

Hitachi <> Vertex

Objective

Ad creation

Results

The Macro team leveraged the Hitachi Vantara Partner Marketing Hub to enhance and customize ad creatives. These ads were optimized for the partner's social media platforms, ensuring a consistent and standout brand presence across all channels. This approach not only streamlined the ad creation process but also significantly boosted visibility and engagement for the partner's campaigns.

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