

The Client:



## CAMO Software

CAMO is a leader in multivariate data analysis software and have been in the market for over 30 years. Their solutions help businesses do more with their data by translating it into insights that allow them to work optimally and stay ahead of their competitors.

CAMO's solutions have added value to multiple corporate models, stretching across life sciences, manufacturing, pharmaceutical and energy sectors.

*"Not only did they deliver high quality leads who had a relevant interest, but the sophisticated transition of the appointment setting always resulted in a seamless engagement with prospects.*

*I have no hesitation recommending their service."*



**Geir Rune Flaaten**  
Business Development Director



## CAMO's Social Selling Campaign with Network Sunday Experiences a 50% Positive Response Ratio Across Their Addressable Market

### The Challenge

Despite a 30 year legacy as leaders in multivariate data analysis, CAMO were faced with the same challenge that many B2B businesses face. This is effectively getting their name out to the right audiences, at the right time, via the right channels. Seeking a viable, outcomes-based alternative to stale marketing tactics, CAMO turned to Network Sunday to engage with their untapped client base using social selling.

The positive response rate was phenomenal.

### The Results

Of the 2000 prospects contacted, there was a 50% positive response ratio that resulted in the delivery of a genuine interest in, and awareness of CAMO's service. The authentic engagement has continued to drive conversations with CAMO's sales team.

"Network Sunday is a great tool to connect with new leads," says Geir Rune. "We have a large volume of ongoing dialogues with prospective customers as a result of the social selling campaign - this is not the first time we have renewed with them and don't expect it to be the last."

#### CAMPAIGN HIGHLIGHTS

**2000**

ADDRESSABLE  
MARKET  
PROSPECTS

**86**

SALES  
QUALIFIED  
LEADS

**53%**

POSITIVE  
RESPONSE  
RATE

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*More opportunities, less work*