



aimsB2B

Case Study: Mobile Device Management (MDM) Platform

Client Profile

Company

EnterpriseMDM/UEM solution provider

Challenge

Crowded market, need for geographic expansion; difficulty identifying decision-makers in larger enterprises with complex buying committees

Target Audience

IT Directors, Mobile Infrastructure Leads, Enterprise Mobility Managers at 1000+ employee enterprises globally



Approach

AIMS Engagement

1. Multi-Geography TAM Expansion



- AIMS ran regional targeting for North America, EMEA, and
- APAC Identified **12,000 target enterprises** with active mobile management initiatives (hiring signals, tech stack data)
- Extracted **38,000 decision-makers** across IT leadership and mobile management functions

2. Company-Level Buying Committee Intelligence



Buying Committee Mapping

AIMS Company-Level Audience Intelligence mapped entire buying committees



Pattern Analysis

Analysed shared interests, engagement patterns, and organizational dynamics

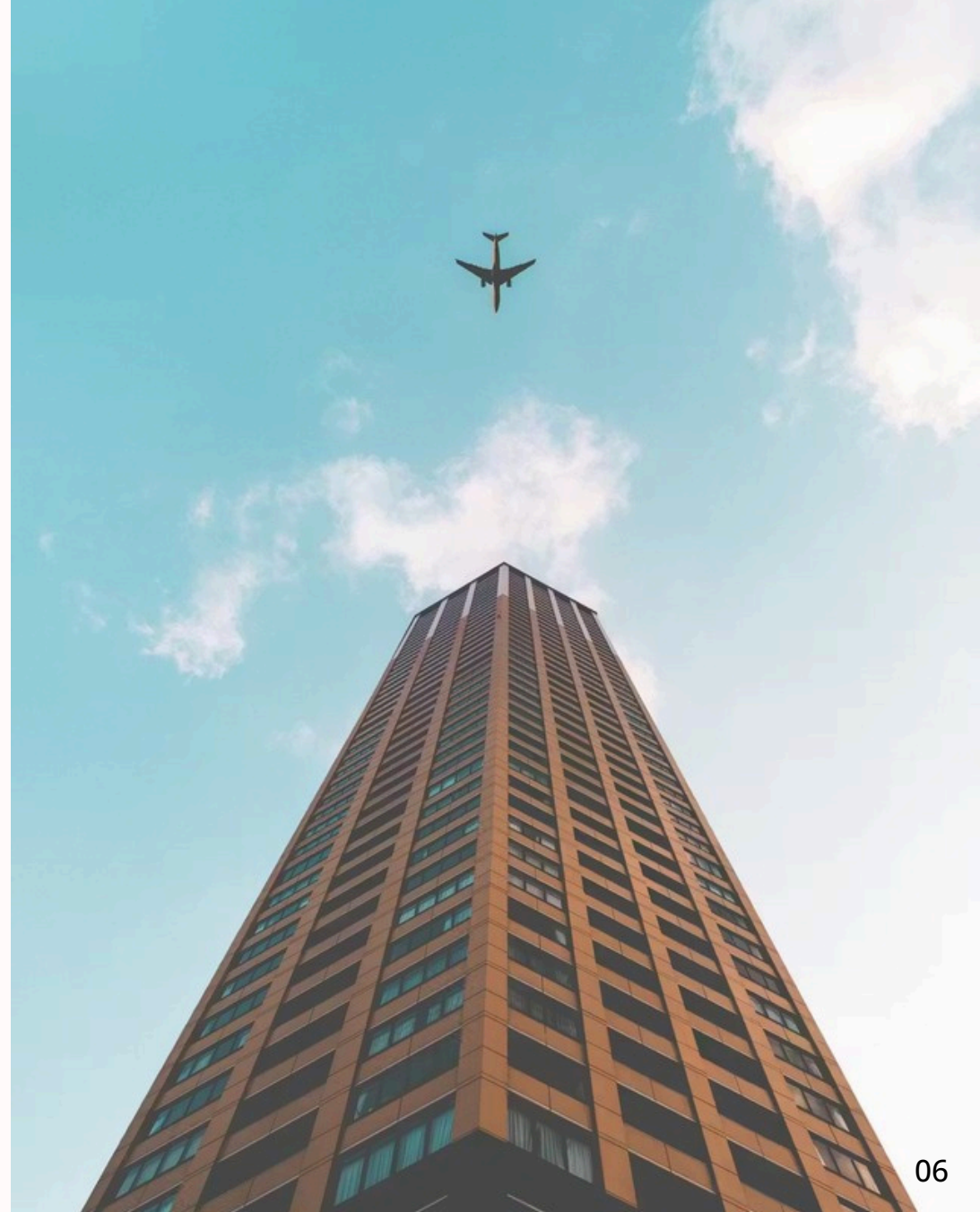


Key Stakeholder Identification

Identified key influencers and technical decision-makers within each enterprise

3. Personalization at Scale

- Developed **6 distinct persona messaging templates** based on profiles and engagement patterns
- Tailored outreach by functional role, seniority
- Crafted emotionally intelligent messaging aligned to company strategic initiatives



Results

8,500

at 4,200 target companies across
3 regions

22%

11% SQL conversion

38%

Geographic Expansion
of leads from new untapped
markets (expansion markets
performed 27% better than legacy
markets)

33%

Sales Productivity Increase
in sales rep engagement time
(higher quality leads required less
qualification)

ROI Snapshot



\$204K



\$3.2M



15.7x