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**iovation**<sup>®</sup>  
Reputation is Everything<sup>®</sup>

### CHALLENGE:

iovation provides online fraud and abuse management services for online businesses. With online fraud growing by 20% each year, iovation saw an increasingly important market that they wanted to quickly penetrate. As such, iovation engaged Response Capture to identify target companies and fraud decision makers within six growing online markets: internet dating, online gaming, online gambling, social networking, eCommerce and financial services.

### SOLUTION:

Initially, Response Capture assessed iovation's existing market coverage within each industry segment to determine where to focus marketing and sales efforts. From this effort, Response Capture identified 3,000+ targets—of which only 25% were in iovation's sales force automation system and less than one percent were current iovation customers.

Once the target companies were identified, iovation wanted to gather multiple fraud decision maker contacts for each target company and profile information to evaluate the revenue opportunity for each market segment. To address this challenge, Response Capture partnered with an outbound telemarketing firm to gather the key contacts in the United States, United Kingdom, Caribbean, Netherlands and Ireland.



Within the first two months we closed a deal that paid for the entire project and we have several other leads from the project are in our current 2009 pipeline. Response Capture is a truly professional organization that delivers results.

CONNIE GOUGLER, MARKETING DIRECTOR  
*IOVATION, INC.*

### RESULTS:

Response Capture was able to deliver over 1000 net new decision makers into iovation's sales force automation system. As a result, iovation was able to close a significant transaction—resulting in an initial return on investment—that more than paid for the campaign in two months, compared to the usual nine month sales cycle. Furthermore, from the 1000 + decision makers delivered, iovation opened 20 sales opportunities worth over \$500K in pipeline revenue for 2009.

## ROI IN 2 MONTHS

**Response Capture**<sup>®</sup>

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