



Content+Cloud needed data to access a new audience with their various marketing campaigns. As they planned to use the data broadly to promote their company they knew the data had to be reliable and compliant, so they chose i-4business.



**4.55%**

Average Read Rate



**<1%**

Average Bounce Rate



**4**

Opportunities

*Confirmed campaign results from one of the email campaigns run using i-4business contact data.*

## Overview

### The background

Content+Cloud help their clients to succeed and transform the way their businesses operate, the way their users work, and provide them with flexible and secure platforms with which to do it.

Their portfolio of professional and managed services enables their clients to truly leverage the power of Microsoft's three clouds: Microsoft 365, Azure, and Dynamics 365.

Content+Cloud are looking to engage new audiences and find new customers to help. To do this they searched for a data partner and found i-4business.

### The solution

Content+Cloud used the i-4business data for email campaigns, event promotions, and to attract new webinar attendees.

Content+Cloud focused their campaigns on technology and IT companies, the area in which i-4business specialises, which made the partnership work from the outset.

Through the i-4business database, Content+Cloud were able to access CEOs, communications professionals, and technical staff that they previously had no way to communicate to and this created 4 new opportunities from just one of the campaigns run.

***"Data from i-4b allows us to reach new audiences we wouldn't usually have access to, which is really beneficial to us."***

**Chloe Ackroyd**, Brand Marketing Manager, Content+Cloud



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At **Content+Cloud**, the goal is to help ambitious organisations and their people to succeed. By working with **Content+Cloud** clients can transform the way they do business. Clients enjoy technology solutions and user experiences that meet the high expectations of their employees and teams operating in a digitally transformed world.

Content+Cloud are the most awarded Microsoft Partner in the UK with:

- Over 30 accredited Azure experts
- Microsoft Gold Partner in 16 competencies
- Four Microsoft Most Valuable Professionals (MVPs)
- Six Microsoft advanced specialisations
- Microsoft fast track-ready partner
- Tier-1 cloud service provider, helping clients procure and manage Azure licensing



**i-4business** are THE EMEA intelligence specialists with 21 years' experience serving the Technology sector.

i-4business has complete profiles on every enterprise account across EMEA with contact information on all IT/LOB decision-makers and influencers, including high coverage of IT Security & Risk Management contacts.

All i-4business data has been researched and personally verified by a member of their native in-house research team, ensuring i-4business remains the highest quality dataset in EMEA.