

How Airtel Business brought in over \$2.25M pipeline within 6 months of go-live



Airtel Business is a global B2B communications organization with over 7500 enterprise and mid-market clients, and a majority of ET500 companies. They offer multiple solutions across product lines like CPAAS, Security, Data Center, IOT, and workforce and employee management categories.

The challenge

Since Airtel Business had a roster of new and different products, they were struggling to increase demand, refine the database and drive their pipeline more efficiently.

The solution

Using BambooBox, Airtel Business was able to make marketing campaigns more effective and SDR teams more productive. They were able to translate demand generated into a qualified pipeline with:

Unified View with Martech Integration

All their marketing platforms now created a unified view of the buyer journeys over a single screen

Target Persona Enrichment

Key buyer personas were identified, enriched and mapped to the right campaigns.

Account Funnel Stage Determination

This was mapped with engagement, product-based intent and ICP level data.

SDR Outreach Prioritization

Warmest opportunities were identified for 1:1 outreach with insights into the funnel stage.

Category Intent Insights

Intent-based buying signals were captured and used to identify buying signals.

Account Level Intelligence

AI-led account journey intelligence increased campaign efficiency and prioritization.

“BambooBox has been pivotal in helping us drive growth in completely new B2B market segments. With its AI-based prioritization models, we've been able to uncover strategic insights for marketing and SDR success.”



KAUSTUBH CHANDRA,
CMO & SVP, AIRTEL BUSINESS

Results



\$2.25M

qualified pipeline generated within 6 months of go-live



10.2%

increase in SDR productivity within 9 months of go-live

For more details: connect@bamboobox.ai