



***“We use IBM Co-Marketing every time it’s offered to us. It’s been a part of our strategy for over ten years now.”***

—Christian Valenti, Head of Co-Marketing Plans,  
IBM Business Partner Cleis Tech S.r.l.

# Cleis Tech S.r.l. expands its marketing options with IBM support

Founded in 2005, IBM Business Partner [Cleis Tech S.r.l.](#) offers IT solutions and services, specializing in virtualization, system management and storage and backup. The business maintains offices in Genoa and Milan, Italy.

## Objective

A longtime IBM Business Partner, Cleis Tech has incorporated IBM Co-Marketing funds into its marketing efforts for the past decade. And rather than limiting itself to a single strategy, the business instead pursues a variety of programs for a variety of targets.

## Approach

In 2019, Cleis Tech launched several multi-touch marketing campaigns that included telemarketing and email touches. These campaigns were focused on businesses in the distribution, industrial, fashion, insurance and logistics sectors. In addition, Cleis Tech hosted a series of conferences and seminars throughout the year.

## Benefits

Through these combined efforts, Cleis Tech was able to generate several new leads for its infrastructure solutions, converting roughly half of these into opportunities that yielded increased revenue and a broader install base.

## Results

**Generated 5 – 10 leads**  
on average for each digital marketing and telemarketing campaign

**~50% conversion**  
rate for generated leads into actionable opportunities

**Increased revenue**  
with additional sales from previously untapped customers

## Campaign highlights

- Focused campaigns on businesses with EUR 20 – 50 million in income and more than 100 employees
- Hosted conferences throughout the year that were focused on using SAP with IBM hardware
- Pursued multi-touch campaign that included telemarketing and digital marketing efforts