



## Client Overview

The client is a global leader in consulting, technology, and outsourcing solutions. It has offices across 60 countries and a workforce exceeding 2,00,000 employees.

## Client Challenge

### Event Overview

Money20/20 is the world's largest marketplace for ideas, connections and deals in Payments and Financial Services. It is a platform where geographically and industrially diverse leaders come to seize new business opportunities, strengthen partnerships and discover latest disruptions.

The 4-day conference that was held in Las Vegas, USA in 2016 was an incredible opportunity to drive business growth, develop strategic partnerships and source crucial investments.

### CONSISTENTLY SENIOR AUDIENCE



**2,500+**  
C-LEVEL EXECS



**1,700+**  
CEOs &  
PRESIDENTS



**4,500+**  
COMPANIES

## Objective

With 11,000+ attendees, including more than 1,700 CEOs & Presidents, from 4,500 companies in 85 countries, Money20/20 2016 was incredibly valuable event for the client. The objective was to gain new perspectives and learn about, and influence, the latest developments in mobile, retail, marketing services, data and technology and also close commercially significant associations.

## B2B Sales Arrow Solution

B2BSA started off the project by developing a special event microsite for sharing focused information and capturing leads. A team of experts in research based Business Development further partnered with the client to:



## Key Results

- Scheduled 50 qualified pre-scheduled meetings in Money2020, Las Vegas 2016
- Shared market intelligence & established dialogue with C-suite executives of financial companies
- Increased ROI for our client from targeted, commercially significant associations
- Owing to our outstanding performance, the client has gladly given us a repeat business for Money20/20 2017



## About B2B Sales Arrow

B2B Sales Arrow is a Marketing Automation company based out of Bangalore. We specialize in Market Research & Automation, Lead Generation, Exhibit Booth Design and Production.

For more information, contact [info@b2bsalesarrow.com](mailto:info@b2bsalesarrow.com)<sup>1</sup>

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