

Informatica x meetmagic Case Study

How Informatica created \$1 million in pipeline and helped 198 sick kids at the same time.

Informatica joined meetmagic as a member in May 2020.

Since joining, Informatica has generated over \$1 million in pipeline opportunities from only eleven curated meetings.

meetmagic have connected Informatica with leading executives from ASX listed companies for high value one on one meetings.

With COVID driving the need for smarter, high touch, highly effective customer engagement, Informatica's Australia and New Zealand Marketing team engaged meetmagic to diversify their marketing campaigns in reaching their audience.

With a focus on being able to integrate Corporate Social Responsibility (CSR) activities into their business model, meetmagic set out to empower Informatica to rethink their lead generation and networking habits.

Before meetmagic, Informatica's tactics for securing leads primarily revolved around face to face events including conferences, roundtables, trade shows, and other in-person Networking. Many networking events such as round-tables and trade show stalls require companies to put forth \$10,000 to \$30,000+ in investment. A satisfactory ROI on events such as these sits at an estimated average of 13 to 1 for established companies such as Informatica.

With each meetmagic meeting requiring a contribution of \$1,000, Informatica's participation in eleven meetings has created a spend far under that of the average large-scale lead generation event. From these eleven meetings, meetmagic provided Informatica connections with key decision-makers from ASX listed companies and secured meetings that would traditionally take weeks to months in a matter of days.

From the meetings held, Informatica has enabled Starlight Children's Foundation to support

198 seriously ill children and their families for the entire length of their hospital stay. This contribution to their community happened through everyday business without the need to plan for and allocate separate resources or donations to their CSR projects. The expected pipeline produced from all of their meetings has now surpassed one million. This pipeline has the potential ROI of 82 to 1 far outperforming traditional methods of lead generation.

About Informatica

Informatica, the Enterprise Cloud Data Management leader, accelerates data-driven digital transformation. Informatica enables companies to fuel innovation, become more agile, and realize new growth opportunities, resulting in intelligent market disruptions. Over the last 25 years, Informatica has helped more than 9,000 customers unleash the power of data. For more information, visit www.informatica.com.

About meetmagic

meetmagic is an organisation grounded in the desire to empower charities to create sustainable fundraising streams. meetmagic delivers organisational growth to senior executives and innovative global technology companies by curating meetings between them in support of charity. More than 650 executives are currently #MeetingforGood from companies including Optus, Wesfarmers, Australia Post, the 'big 4' banks and more.

meetmagic.org

liv@meetmagic.org

Suite 904 Chifley Tower, Level 9, 2 Chifley Square, Sydney