

# Manufacturing Case Study: HP conducted a successful market survey to improve growth potential of their upcoming products



## BRIEF

Hewlett Packard, a pioneer in PC technology, aimed at exploring and improving the growth potential of their upcoming products. To reach their goal, HP wanted to conduct a survey with IT heads across a spectrum of industries.

## SOLUTION

Targeting high-level contacts in IT departments from various industries required a concentrated and thorough approach. FrescoData conducted an initial meeting to map out the objectives of the survey, the target market, and various complexities with the process. FrescoData and Hewlett Packard worked together to identify the correct business intelligence strategies.

They also conducted proper segmentation of the identified decision makers in order to better understand the characteristics and objectives required by Hewlett Packard in conducting the market survey.

After agreeing upon an accurate profile, a campaign date was set and FrescoData crafted a sophisticated engagement score model for the actual survey. The data and strategy laid out during the initial part of the survey was then set to use during the campaign conducted by Hewlett Packard. Hewlett Packard and FrescoData then broadcast a highly targeted email campaign using FrescoData's email marketing platform, making the process fast and measurable.

## ABOUT



Having earned a position among the top 10 Fortune 500 companies, Hewlett Packard remains a world leading technology company. It offers major product lines, which include personal computing devices, enterprise, and industry standard servers, related storage devices, networking products, software products, and a diverse range of printers and other imaging products.

## RESULT

Response analysis reports revealed an overwhelming response to the survey. The strategic perspective supplied by survey answers helped Hewlett Packard by providing insights and feedback on a future product line. Hewlett Packard's top management used the information gained to tailor its products, sales and marketing plans in order to better appeal to its customers. Ultimately it enabled Hewlett Packard to use business intelligence insights gained from the feedback to learn new facts that would shape the future of the technology industry.