Microsoft worked with HRD throughout 2022 to enable them to be closely aligned with the HRD community and to reach senior HR leaders. They were able to deliver through partnership with HRD several lead generation campaigns to generate targeted and engaged leads, whilst maintaining and growing their brand presence.

**CHALLENGE**

Working with HRD allowed Microsoft to:

- Increase brand exposure in the HRD community
- Use brand alignment and strategic content engagements through HRD to amplify their messaging.
- Build a steady flow of qualified leads, at an attractive acquisition cost, whilst working towards their MQL target and helping to grow repeatable sales in core sectors from business with existing payments volume.

**SOLUTION**

- Through the use close alignment with HRD connect, Microsoft was able to spread brand awareness whilst also gaining a steady supply of sales qualified leads that matched their ICP.
- The partnering with HRD helped support Microsoft through their busy growth period helping them to meet commercial lead generation targets.

**RESULTS**

<table>
<thead>
<tr>
<th>Event</th>
<th>Total Registrants</th>
<th>Total Attendees</th>
</tr>
</thead>
<tbody>
<tr>
<td>Roundtable</td>
<td>93</td>
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<tr>
<td>Webinar</td>
<td>183</td>
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Lead Delivery:

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<tr>
<th>Roundtable 1</th>
<th>Roundtable 2</th>
<th>Roundtable 3</th>
<th>Roundtable 4</th>
<th>HRD Article 1</th>
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<tbody>
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<td>May 2022</td>
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<td>March 2022</td>
<td>April 2022</td>
<td>May 2022</td>
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</tbody>
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Attendees:
- Roundtable 1: 26 approved registrants, 11 attendees
- Roundtable 2: 24 approved registrants, 15 attendees
- Roundtable 3: 24 approved registrants, 16 attendees
- Roundtable 4: 19 approved registrants, 13 attendees

Registrations:
- HRD Webinar: 183 registrations, 89 attendees

Approved registrants:
- HRD Article 1: 26
- HRD Article 2: 24
- HRD Article 3: 24
- HRD Article 4: 19

Repeat Roundtable Attendees including:
- Cultural Transformation Manager, Sainsbury’s (3)
- HR Director, Euronet Worldwide (3)
- Senior OD & L&D Lead, Islington Council (3)
- Director, Talent Development, GLG (2)
- Head of Talent, Matt MacDonald (2)
- Senior HRBP, BBC (2)

NPS Score: +10

Webinar NPS score of 43 ‘Very insightful, would love to hear more’