

Case Study: Workday Peakon

HRD recently worked with Workday Peakon (US) to deliver a successful campaign through HRD using a multi touch lead generation campaign to support their high growth and commercial targets.



CHALLENGE

Workday Peakon worked with HRD as they were wanting to:

- Generate a supply of qualified and engaged leads from their ICP
- Be seen as the leading HR tech provider for senior HR leaders.
- Lead conversations of senior HR leaders to discuss challenges that they are facing and offer solutions



SOLUTION

- ✓ Workday Peakon (US) worked with a dedicated customer success manager and content team to get their platform in front of the right audience.
- ✓ HRD worked with workday over a 6-month campaign period which included several lead generating roundtables, webinars and brand activity.
- ✓ This provided high quality leads that fit their ICP with many of them attending more than one roundtable showing high engagement.
- ✓ Alignment with the HRD brand and the use of strategic content engagement allowed Workday's messaging to be amplified.



RESULTS

556

Total Registrations

196

Registrations from Workday Target List

43

Attendees that came to more than one roundtable

Lead Delivery:



Six Month Campaign
August 2022 - February 2023

556
Registrants

214
Attendees



Repeat Roundtable Attendees including –
CHRO at Mathematica attended 3 sessions.
VP - Head of Global Diversity, Equity and Inclusion at Afiniti attended 2 sessions.

NPS Score= **+50**