



THE POLY STORY

THE POWER OF MANY EXTENDS ITS REACH

When Plantronics + Polycom Came Together to form Poly, they turned to Visionayr to Boost Awareness of the New Brand with a Personal Touch

AT A GLANCE

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INNOVATIONS



AT A GLANCE

Company: Poly

Year Established: 1961 (as Plantronics Pacific); rebranded to Poly in 2019

Marketing Objectives: Drive new brand awareness on an innovative platform while acquiring net-new leads in APAC

Selling Simplified Solution: Visionayr Experience Interface with Custom Features

Results/Benefits to Poly: Increase in APAC contacts; more engagement with Poly content and brand; better lead scoring from first engagement

OVERVIEW

In March 2019, Plantronics, Inc. and Polycom, Inc. announced a collective rebranding under the name Poly, with the mission of powering meaningful connections using the best technology possible. With innovative, human-centric communication solutions at the center of their new brand, Poly was looking for an equally innovative marketing solution to spread the word about their new collaborative identity.

With the help of Selling Simplified's proprietary marketing technology—Visionayr—and industry-leading B2B database, Poly was able to personalize their digital interactions and reach a significantly larger portion of the APAC market than they'd been able to in the past. This case study exemplifies what's possible when innovative marketing approaches are designed to value human-to-human connection at their core.

1.7M
CONTACTS

POLY'S TOTAL
ADDRESSABLE
AUDIENCE

CHINA

260K
CONTACTS

JAPAN

95K
CONTACTS

INDIA

825K
CONTACTS

SEA

360K
CONTACTS

ANZ

167K
CONTACTS

THE STRATEGY

Enable Genuine Brand Engagement with
1.7M APAC Prospects

Before rebranding as Poly, Plantronics and Polycom each relied on traditional methods for acquiring net new leads and driving top-funnel demand. While tried-and-tested marketing methods like email and social would still play a role, Wei Leng Tan, Poly's Director of Revenue Marketing, APAC, knew that the new brand would need a more innovative solution to drive their content marketing objectives home and deliver more value.

"In making ourselves relevant to our target audience, we constantly look for ways to do things differently and better," said Wei Leng. "That's why I was keen to explore Visionayr—because the way it delivers content is more compelling than the traditional approach."

In enabling Poly to syndicate to multiple pieces of content from a single link, Wei Leng and team realized Visionayr's potential to achieve greater brand reach in APAC than ever before—while delivering more insights per top-funnel lead than methods they had used in the past.


APAC TARGET AUDIENCE PARAMETERS

Titles: IT Managers, IT Directors, VP &
C-Level IT Executives

Employee Size: 100+ - 300+

Industries: Manufacturing, Professional Services,
Technology, Education, Healthcare

Total Database Match: 1.7M Contacts



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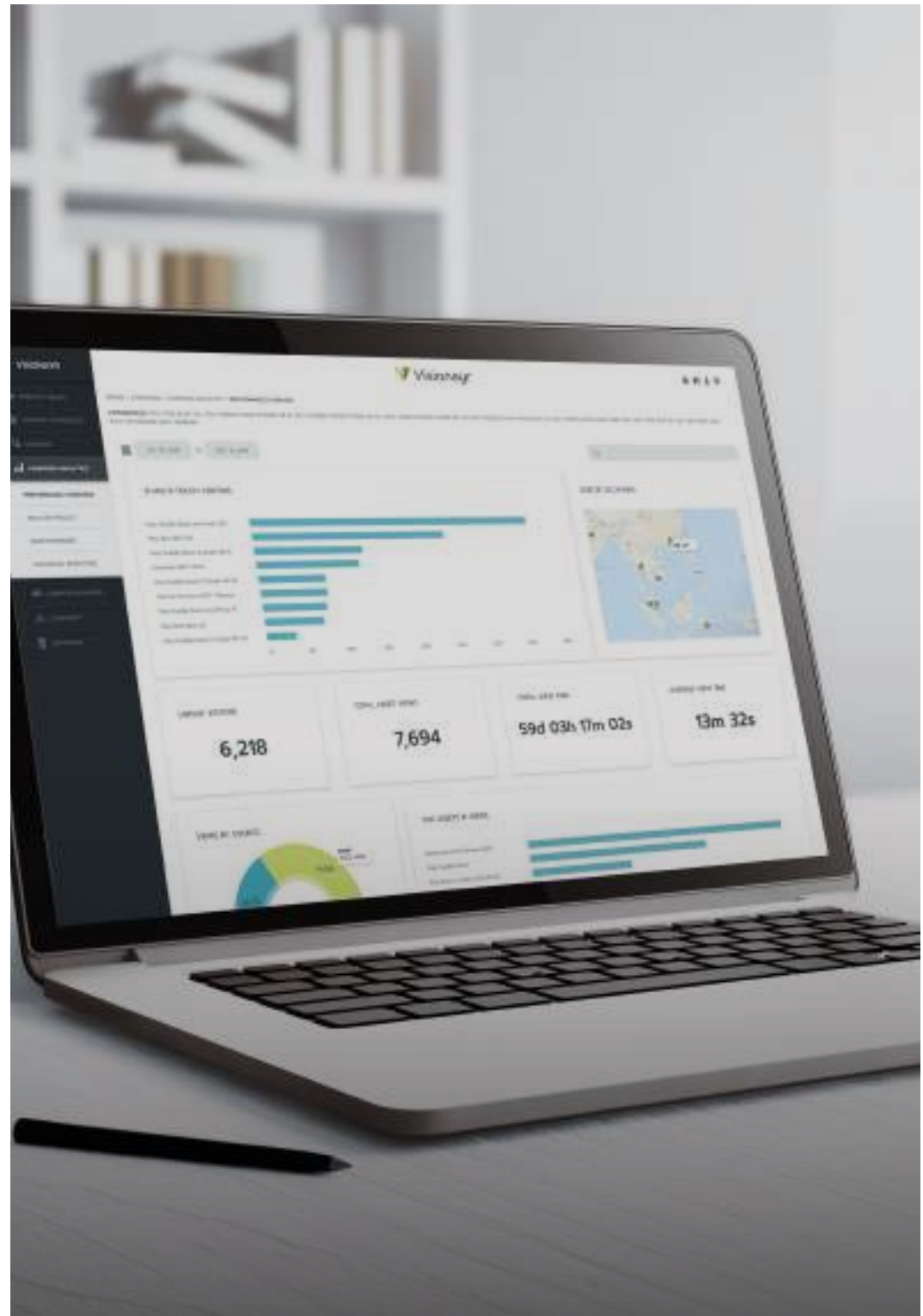
Wei Leng Tan — Director of Revenue Marketing, APAC

THE SOLUTION

Achieving Poly's Marketing Objectives with Custom Visionayr Interface

While the Poly team had B2B marketing experience in APAC as Polycom and Plantronics, they were looking to increase their presence in the region and simultaneously familiarize audiences with the new brand. Poly turned to Selling Simplified and Visionayr for:

- An innovative solution to traditional demand generation
- Regionally-tailored marketing approaches
- Increased rates of net-new APAC leads via syndication of Poly content
- Improved APAC data quality
- Localized customer support with partnership mentality



36.5%

PROGRAMS WITH UP TO
36.5% OF VISITORS VIEW-
ING MULTIPLE PIECES OF
CONTENT

13m 32s

AVERAGE SESSION TIME
ACROSS ALL PROGRAMS



MULTI-CONTENT VIEWS,
ANALYZED ENGAGEMENT
AID BETTER LEAD SCORING
FROM FIRST INTERACTION

RESULTS

Boosting Brand Reach with Custom Content Interface & Ample APAC Data

Taking Poly's unique objectives into account, the Selling Simplified team designed a series of Visionayr programs to optimize engagement amongst an APAC audience. Visionayr's Experience Interface enabled Wei Leng's team to curate unlimited collections of what she called "Poly-only content," aimed at various job roles and industry verticals, and localized for different geographies.

Extensive APAC B2B data ensured a major increase in net-new leads for Poly without slackening on highly-detailed targeting parameters. "We saw a big increment in APAC lead volume from working with Selling Simplified," said Wei Leng Tan.

Additionally, Visionayr Analytics showed that this new audience was engaging with more pieces of Poly content, and for longer. Programs saw up to 36.5% of visitors viewing multiple pieces of content—helping Poly promote multiple benefits and features while increasing brand awareness exponentially, and resulting in better lead scoring from the first engagement.

INNOVATIONS

Bold Development Leads to Seamless Engagement, Lasting Partnership

Co-innovation was a major theme of Poly's partnership with Selling Simplified, as both teams worked to build a unique interface designed to maximize visitor interaction with the Poly brand. Visionayr's custom features made for a seamless brand experience and enhanced engagement:

- **Custom logo and banner placement linking to Poly's corporate homepage**
- **Chat functionality connecting visitors directly to Poly agents without leaving experience**
- **Lead nurturing questions presented to visitors after time thresholds met**
- **Content management technology supporting local languages**
- **Social media icons driving to Poly handles**

"One of the best things about working with Selling Simplified was their willingness to innovate the Visionayr interface to meet our needs," said Wei Leng. "Poly's strength is in innovation, and pushing boundaries is in our DNA, so we are always keen to work with vendor partners that value our ideas and are not afraid to take the leap forward, innovate, and improve alongside us."



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Wei Leng Tan — Director of Revenue Marketing, APAC



Visionayr NOT LEADS. STORIES.

Visionayr, the complete marketing solution from Selling Simplified, empowers sales and marketing teams with deeper, unified insights into every engagement. Operating atop the industry's most extensive global database of 160M+ B2B records—each backed by demographic, firmographic, and intent-based datapoints—Visionayr transforms siloed instances of behavioral data into contextual profiles of intent behind each record.

SellingSimplified B2B INTELLIGENCE—BUILT ON DATA.

As a controller of over 160M B2B records in its proprietary database, Selling Simplified Group, Inc. takes a holistic, intent-driven approach to demand generation and martech solutions. All hosted under its Demandcentr platform, their exclusive marketing technology stack provides innovative, intelligent, and compliant solutions to identifying, analyzing, and capturing B2B demand backed by enriched, intent-based data.