The Client

Pegasystems Inc. is an American software company based in Cambridge, Massachusetts. Founded in 1983, it develops software for customer relationship management, digital process automation, and business process management. It has been publicly trading since 1996 as PEGA.
The Challenge

Pegasystems wanted to become more of a technology leader, appealing to a C-suite audience and elevating its brand as an innovator. It wished to create a compelling thought leadership piece that would push the envelop while still aligning to its core business values. The metrics of success were leads and media exposure.
We worked with Pegasystems to create a tech trends piece that would showcase our clients' industry expertise. This included reviewing the acceleration of digital transformation in 2020, before leaping forward to explore the technological innovations that would be shaping the landscape over the next 5 years.

We surveyed the landscape and defined the research scope, surveying over 1,300 C-suite respondents in 11 countries and 7 core sectors. We also conducted 12 qualitative interviews to obtain further insights.

We created the content required for initial activation. In addition to developing the flagship report, we also produced press releases to support its launch.
After going live, this program generated more leads than other similar pieces.

The insights were picked up by local and global media, including Tech Republic. It also generated strong attendance in an accompanying webinar series.

**The Results**

- Improvement in campaign landing page conversions: 3x
- Increase in activation engagement: 162%
The Relationship

iResearch Services’ unique approach has helped to build a strong relationship with Pegasystems, making us a valued partner to the client. Our unique perspective on thought leadership and approach to problem solving, combined with dedicated account management, paved the way to the continuation of our partnership with Pegasystems in 2021-2022.