

Strategy and Operations Consulting

Business Transformation

Public Sector
Compliance

01

Background & Opportunity

I-GO! is a global sales program designed to improve this client's ability to tell a more integrated MSA story inclusive of Search and Display advertising... in other words, re-introducing the power of Search and Search insights to the field in order to upsell Display and Search.

This is a monumental effort to drive key behavior changes with the client's global sales teams towards the true vision. In its 6 month of being live, the program has created over \$25 Million dollars in Revenue-Under-Influence (RUI).

02

Result and Client Impact

Bluehawk Consulting played a primary and pivotal role in the strategy, planning, execution, and evangelism of this program. With the success of the current program and the Company's ongoing march towards a unified and holistic cross-device story, Bluehawk Consulting once again played an instrumental role in driving the next evolution of sales.

03

Testimonials

“ Creating, selling, and landing the I-GO! Program with our cross-organization leadership, stakeholders, and target audience over the past year has been one of my highest priorities. Driving this key behavior change has been nothing short of challenging, but with Bluehawk's partnership, a true success story today. From thought leadership through execution, Bluehawk has highly exceeded my expectations and I could not have realized the same level of success with the program without Bluehawk's partnership.

DIRECTOR, ADVERTISING AND SEARCH PRODUCT MARKETING
STRATEGY AND SALES EXCELLENCE