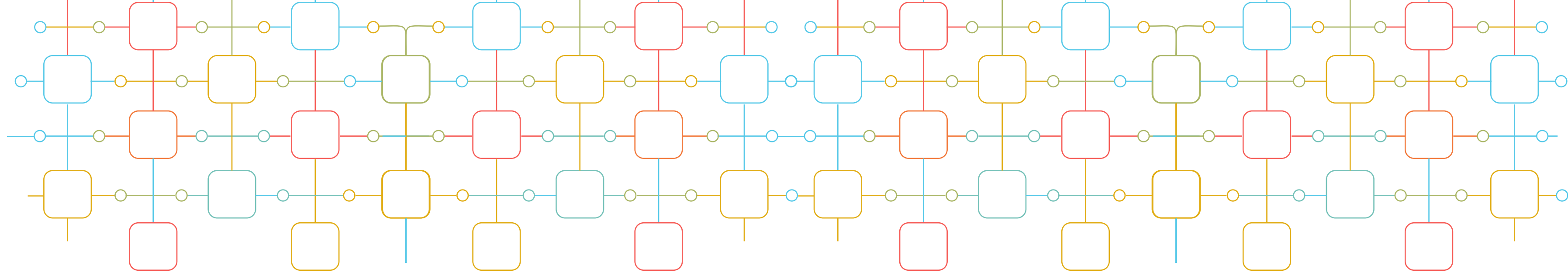


A lead generation partner
you can stake your reputation on

How Red C Marketing protects its **client relationships at scale**





Nine markets, two years, not one lead from the wrong company

Most agency relationships are judged on the pitch. This one is judged twice a week, on whether the leads land, 100% on target, every time.

That's the position any agency is in when it hands a media partner control of leads with its name attached. Get it wrong, and the damage reaches past, straight into the relationship the agency spent years building.

The account with **zero margin for error**

Red C Marketing runs demand generation for Parker, a global Fortune 250 industrial brand in motion and control technologies, across nine EMEA markets.

That places Red C between a client with exceptionally high standards and an audience that is notoriously difficult to reach: highly specialised engineers, product managers, purchasing teams and programme leads inside Europe's leading truck, bus, tank and engine manufacturers. When a lead is delivered, it doesn't land on a dashboard somewhere. It lands in front of Parker's sales team with Red C's name attached.

A wrong lead is worse than no lead. So when Red C went looking for a media partner for Parker's demand generation, the brief was narrower than "find an agency that can generate leads." Every lead had to come from a small number of named accounts. Nothing else would do.

Three non-negotiables

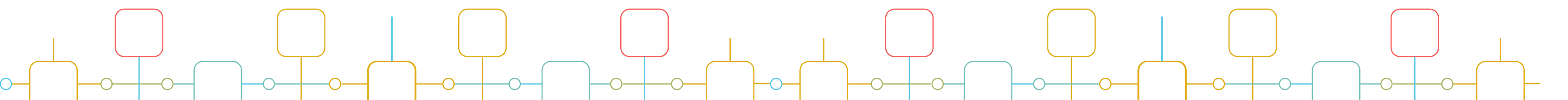
Red C had worked with enough lead generation partners to know that there's a massive difference between promises and delivery. Parker's needs were non-negotiable:

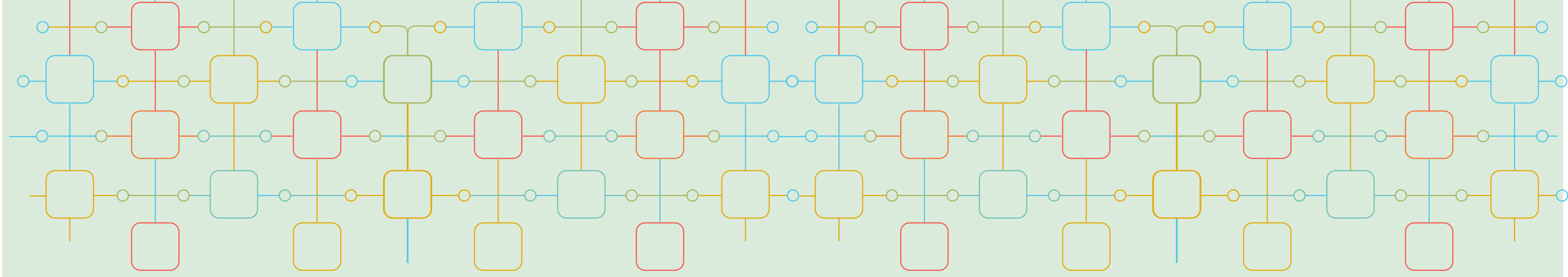


This is because in niche industrial verticals, a lead from the wrong prospect wastes time and sales resources that the team simply does not have.

By partnering with S2W, Red C was able to deliver exactly what its client needed: real target account discipline. Red C knew it could set Parker's expectations and hold true to them.

What Red C didn't budget on however was a partner that operated like an extension of its own team, responding to new briefs quickly and accurately, adapting when required, and showing the same level of investment as Red C itself.





Reliable results, **time after time**

Reliability is easy to claim at the launch of a campaign, but it's far harder to prove forty weeks later.

The Trucks and Buses EMEA programme ran on a Monday and Thursday cadence, every week, across nine countries simultaneously. From beginning to end, Red C supplied the leads Parker expected on the dates they were promised.

When the Nordic version of the programme arrived with a slightly different shape, front-loaded across four markets, S2W (and in turn Red C) was able to deliver ahead of schedule at the client's request. So even when the priorities moved mid-campaign, the pacing held.

Behind the cadence is a structure built for it. A customer success manager owns strategy and the relationship. A campaign manager owns execution. An operations team screens every lead against the target account list, suppression files and qualification criteria before it ever reaches Parker.

That means incomplete or off-criteria leads never reach Parker's sales team.

Eleven Campaigns. One number that did not move

Across eleven campaigns and more than two years, the metric that matters most in account-based work stayed exactly where it should. Every lead came from an account Parker actually wanted, in the right segment.



What they say they're going to deliver them at, they deliver them at; which is always incredibly helpful for someone like me who then has to manage the expectations of my clients.

Steve White, Red C Marketing



Our campaigns change, priorities shift. Our sales asks are ever evolving. And S2W have been brilliant in adapting to all of that.



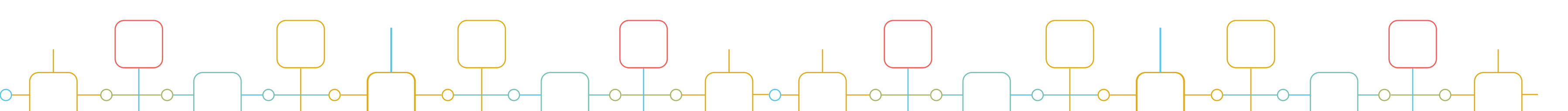
Since we started partnering with S2W, they've delivered 100% of the leads from our target account list.

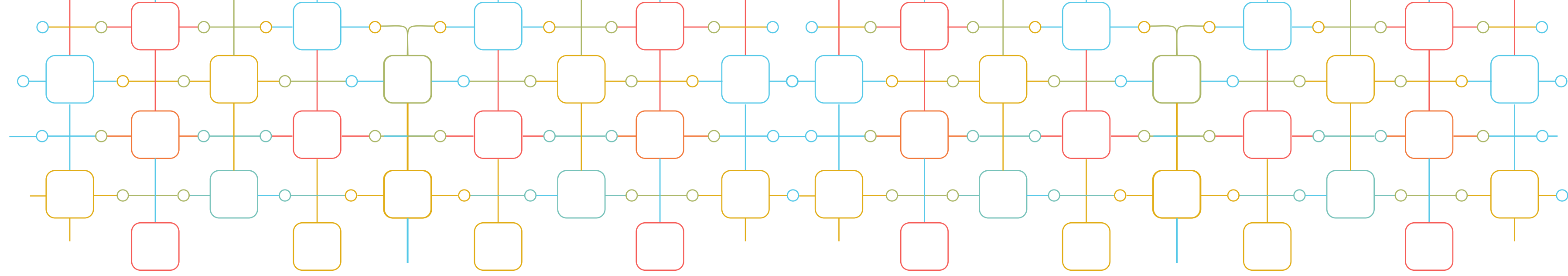
Working with, **not for**

Holding the cadence is one thing. Understanding the work well enough to improve it is something else entirely.

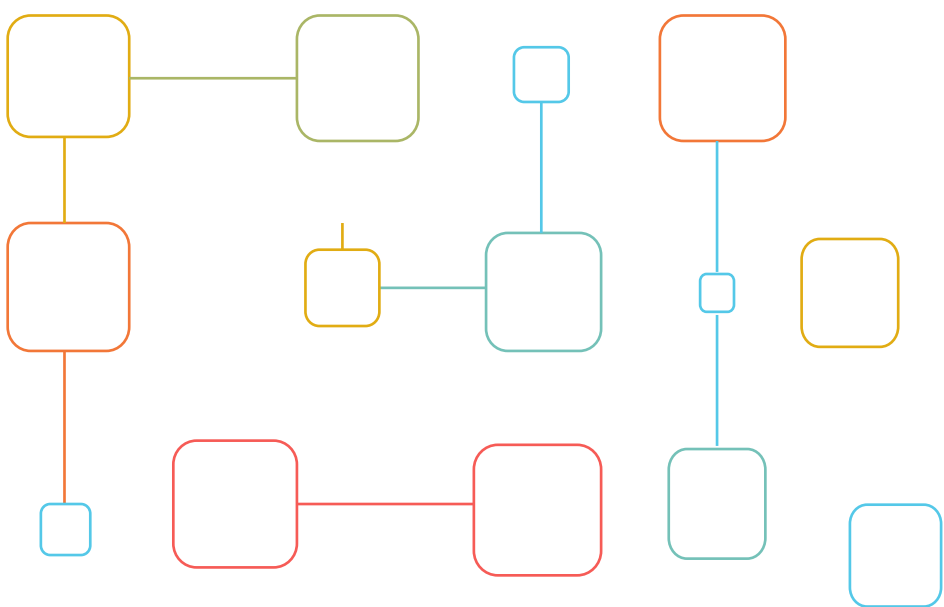
After two years, S2W understands the promises Red C has made to Parker. It understands Parker's products, messaging and buyers with a level of detail that goes well beyond campaign execution.

That is why the relationship stopped feeling like a vendor arrangement early on. It's a depth most partners don't reach.





That understanding earns the right to push back, and **S2W uses it.**



The result is the simplest and hardest thing for an agency to say about a partner.



They've made the effort to really get under the skin of what we do, from our products and how it works, to messaging, to all the nuances of the buyers that we need to reach.



They challenge a lot of our assumptions where it makes sense.



It genuinely feels like they're working with us rather than for us. They've really been an extension of our team.

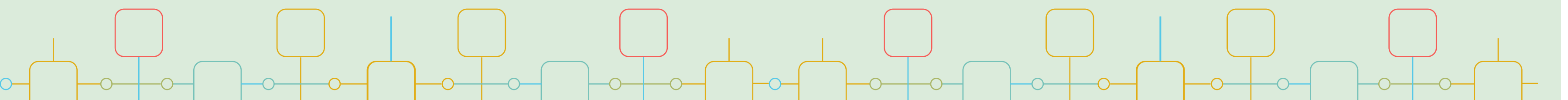
Delivery speaks **for itself**

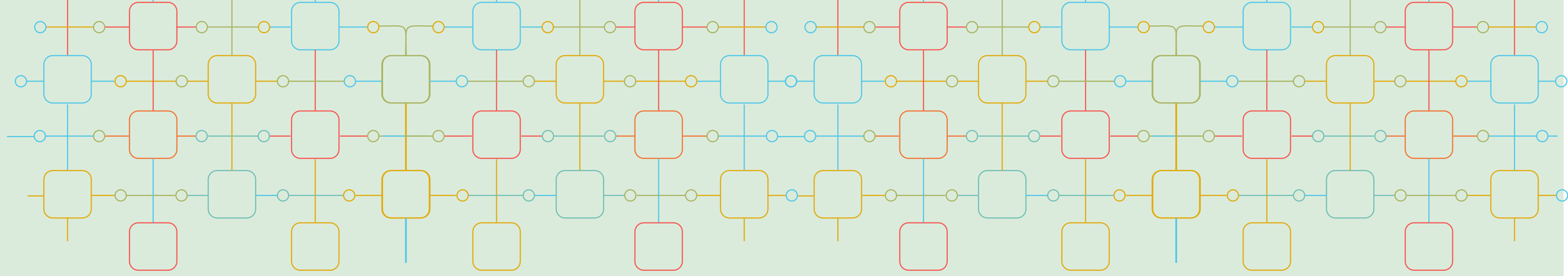


I'd confidently recommend them to anyone looking for a partner who delivers exactly what they promise, and does it on a consistent basis.

Red C did not need a partner who could deliver one campaign well. They needed one who would continue to do so eleven times in a row, across nine countries, without exception.

That is what true partnership looks like.





The partner Red C puts its name behind.
Your name is on every lead your team delivers.
If you need a target account programme
reliable enough to plan around, **talk to S2W.**

At a glance:
What the partnership has delivered.

Partnership	Eleven campaigns across two years, and continuing
EMEA footprint	Nine markets: Germany, Sweden, Italy, Netherlands, Turkey, Portugal, UK, France, Poland
Delivery cadence	Monday and Thursday, every week, across all nine markets at once
Target account coverage	100%, every campaign
Responsiveness	New briefs answered within 24 hours; mid-campaign reprioritisation absorbed without losing pacing
Nordic programme	Sweden, Finland, Norway, Denmark, delivered ahead of schedule at the client's request
Close-out	Every campaign delivered in full, on time

All figures are delivery facts from the signed-off programme record, not modelled outcomes.

Book a 30-minute call.

GET STARTED > s2wmedia.com