

# Waterfall Full Funnel Campaign

## DESCRIPTION

Comprehensive multi-touch campaign that delivers leads at every stage of the customer journey, from initial awareness through sales-ready prospects.

Multi-touch leads delivered:

- Touch 1 – 115 MALs (single asset engagement)
- Touch 2 – 68 MQLs (2-touch engagement)
- Touch 3 – 34 BANT (2-touch engagement + BANT qualification)
- Touch 4 – 11 Sales Ready Leads (SRL) (2-touch engagement + BANT qualification + call confirmation + detail needs captured + consent to partner contact)

KEY OBJECTIVE/OUTCOME	228 total leads across all funnel stages with detailed engagement data
CAMPAIGN COMPONENTS	Target audience, BANT questions, outreach strategy through phone, email and LinkedIn
COST TO PARTNER	\$15,000 (50% MDF eligible)
PARTNER SLOTS AVAILABLE	21
PARTNER PROVIDES	2-3 assets aligned to AWS use cases
AVAILABLE GEOS	Global
HOW TO ENGAGE	Submit nominations: <a href="#">Migration &amp; Modernization</a>   <a href="#">Data &amp; Analytics</a>   <a href="#">Amazon Connect</a>