



CASE STUDY

How TIE Turned Campaign Insights into Outstanding Results for AI Unlocked Singapore



The Event

In 2026, delaware Singapore partnered with TIE to deliver demand generation for two AI-focused campaigns. The first introduced IGNITE for SAP Cloud ERP, an educational webinar designed to help SMEs understand a structured approach to SAP Cloud ERP adoption.

Building on the insights from that campaign, the partnership continued with AI Unlocked Singapore: Beyond Automation: Your Next Advantage, an exclusive in-person event exploring how organisations can move beyond AI experimentation to achieve real business outcomes.

The Objective

TIE worked closely with the delaware team to review campaign performance, refine the messaging and optimise the audience strategy.

The objective of the AI Unlocked Singapore campaign was to drive stronger engagement with senior business and technology leaders, maximise event registrations and generate high-quality leads for the delaware team.

Our Strategy

Rather than repeating the same approach, TIE used insights from the IGNITE campaign to refine the messaging, strengthen the value proposition and better align the content with the priorities of business leaders exploring AI transformation.

A highly targeted, multi-touch demand generation campaign engaged senior decision-makers across Singapore with practical AI-focused content, expert insights and clear business outcomes, creating a stronger reason to attend the in-person event.

TIE's Solution

TIE delivered an integrated demand generation programme across both campaigns, continually monitoring performance and optimising activity between events. Audience targeting, messaging and campaign execution were refined using insights from the first webinar, enabling the second campaign to build momentum and significantly outperform expectations.

This data-driven approach not only recovered the initial registration shortfall but generated a highly engaged audience for AI Unlocked Singapore, demonstrating the value of continuous campaign optimisation.



Results

Campaign Target:
7 Qualified Leads

Campaign Delivered:
21 Qualified Leads

300% of target achieved



By applying insights from the first campaign, refining the messaging and optimising audience targeting, TIE significantly improved campaign performance and exceeded the original lead generation target. The second campaign delivered a highly engaged audience of senior decision-makers for delaware Singapore, generating 21 qualified leads against an original target of 7.

At TIE, we believe in standing by our word. If a campaign doesn't quite hit the agreed target, we'll make up the shortfall and keep working until we've delivered on our commitment.

Testimonial

"The team demonstrated a genuine commitment to helping us achieve the best possible outcome. Beyond campaign execution, they took the time to understand our objectives and provided valuable recommendations to strengthen our webinar messaging and content. While the initial webinar did not generate the level of engagement we had hoped for, the team remained proactive and committed to delivering on the agreed lead target. They worked closely with us to explore alternative approaches and ultimately supported a subsequent physical event that generated the required interest and achieve the desired outcome. Their responsiveness, professionalism, and willingness to go the extra mile gave us confidence that they were invested in our success, not just the campaign itself."

Clarice Chia
Marketing Lead
delaware Singapore



Want TIE's SAP Demand Generation Expertise?

Contact TIE today for an obligation-free chat to discover more about our bespoke service suite exclusive to SAP and its ecosystem. Let us help you drive significant business outcomes for your SAP practice through strategic demand generation.