



AccelerComm Case Study

From Insight to Impact

AccelerComm partnered with CCS Insight to deliver a webinar addressing market confusion about direct-to-device satellite services. The event attracted strong attendance and engagement, sparking valuable conversations with some of the key organizations AccelerComm hoped to reach for the first time.

Key Metrics

350 Registrants

33 % Senior executives

80 % Attendance rate

x2 More new leads than expected

AccelerComm is a leader in high-performance, power-efficient 5G NTN physical layer solutions for satellite and specialist RAN applications.



Satellite telecommunications



<https://www.accelercomm.com/>



Southampton, Hampshire, UK



Watch the replay [here](#)

Objectives

AccelerComm sought to deliver a webinar exploring advanced direct-to-device services and network strategies for next-generation satellite communications. It aimed to clarify market understanding of 3GPP standards for non-terrestrial networks and signal that the time to act is now.

AccelerComm partnered with CCS Insight for its authoritative market knowledge, deep expertise in devices and wide industry network in the satellite, mobile and telecom sectors. Combined with a responsive, flexible approach and quick turnaround, this allowed AccelerComm to contribute creatively, while ensuring the webinar delivered credible, meaningful messages.

Services

CCS Insight hosted the webinar, showcasing expert insights from its analysts alongside AccelerComm's founder and CTO, Professor Rob Maunder. This was supported by a two-month marketing campaign, including a three-week paid LinkedIn campaign targeting key satellite and mobile industry audiences.

Results

1

High-Value Leads

The webinar generated a high number of valuable leads, surpassing typical trade show results, including many new contacts and prospects sourced through effective and targeted marketing.

2

Strong Engagement and Interaction

High social media interaction drove strong attendance with minimal drop-off, and attendees remained highly engaged with the content, many actively participating in the Q&A.

3

Overwhelmingly Positive Feedback

Attendee feedback was highly positive, sparking numerous engaging conversations after the webinar. AccelerComm noted, "In every way you would evaluate a product, this was excellent."

CCS Insight worked with us as true partners. They took time to really understand our objectives and then combined their skills and experience with the experience brought by our own team to tailor the campaign and deliver on those objectives.

Barry Graham
CMO, AccelerComm

