GrowthIntel

Opportunities created increased X8

"We saw an immediate boost in opportunities generated. After a year we were still seeing month-on-month growth."

Pure360 can create a campaign and start calling in under 15 minutes.

"Would I recommend GrowthIntel? Absolutely."

Adrian Brandish
Outbound Data Manager, Pure360

See what it's like:

We can arrange a demo or you can test drive the full product in a pilot, where you only pay for the opportunities generated using GrowthIntel.

About Pure360

Pure360 is an email and SMS marketing software provider helping clients deliver better results from their marketing campaigns.

Before they were introduced to GrowthIntel, Pure360 were buying in leads from a data provider. Opportunity generation was very hit and miss and they were in the market for a more reliable source of leads. They wanted to do two things:

1. Find new customers who shared similar attributes to their current clients, but at scale; and
2. Improve sales efficiency by reducing the number of wasted calls

A good prospect for Pure360 is a business that sends high volumes of email and text messages. But traditional data providers can't search using these attributes. They're restricted to traditional systems of business classification: one SIC code per business according to the type of economic activity they're engaged in.

GrowthIntel's proprietary business classification system was not only able to find new prospects according to their email and SMS volume, but it also created more signals with which to identify Pure360's best prospects.

Implementing GrowthIntel

Pure360's first step was to login to GrowthIntel and build a search in the UI, applying filters where necessary. Then they downloaded the data into Excel and uploaded it into SugarCRM. At this point the campaign was live and their salespeople could start calling GrowthIntel leads.

With all the calls made, the updated records were exported from SugarCRM and uploaded to GrowthIntel. In less than 48 hours its machine-learning algorithm had read through the campaign results and used them to optimise Pure360's model in time for their next campaign.

When they were buying leads from a data provider, Pure360 were spending 2-3 hours per campaign reformatting and enriching their prospect lists before uploading them to their CRM. With GrowthIntel this has been reduced to a total of 15 minutes per campaign.

When they're running low on leads, Pure360 turn to GrowthIntel first because no other source - whether a standard data provider or something more sophisticated - can supply them with so much high quality prospect data in such a short amount of time.