

GrowthIntel

2016 CASE STUDY

A **300%** INCREASE IN
MARKETING PERFORMANCE



INCREASING MARKETING PERFORMANCE

“WE FELT WE WERE HITTING A GLASS CEILING. NOTHING WE DID SEEMED TO IMPROVE CONVERSION RATES.”

HEAD OF ACQUISITION AND RELATIONSHIP MARKETING

BACKGROUND

This client is a global logistics firm that offers parcel delivery services to SME businesses. They use in-house and third-party appointment-setters to generate appointments for the inside and field sales teams.

Before they started using GrowthIntel, their marketing team used propensity and market-modelling techniques based on company demographic data to define their market and to decide which business to call.

The team felt they had gone as far as they could go with traditional data providers. Although they were investing heavily in propensity modelling, there seemed to be an upper limit to the productivity of the demand generation team.

The GrowthIntel model was trained with the client's historical marketing interactions (250K records processed) to make personalised recommendations about who the appointment-setters should be calling in real-time. It had an immediate and dramatic effect.

“The productivity of the lead generators powered by GrowthIntel multiplied by 3x [...] Conversion rates went up straight away. The lead generators using GrowthIntel are three times more likely to create a lead from a call, qualify a business need and match it to our value proposition.”

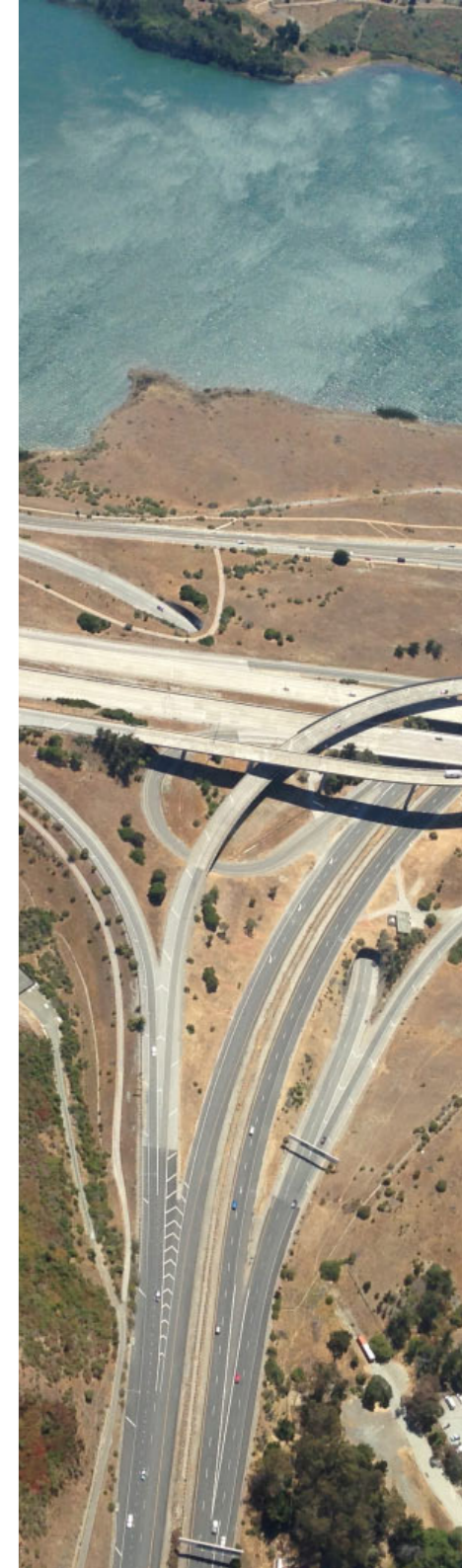
GrowthIntel gave them the ability to make big-data-driven decisions about who to target with marketing in real-time.

“I'd heard bits and pieces about Predictive Marketing [...] I've been very impressed [...] The results speak for themselves. GrowthIntel has an uncanny ability to surface just the right lead at the right time. Many of the companies we call haven't heard us describe our services before, but they're feeling the pain we solve right now.”

This client had always suspected that their addressable market was bigger than they could access with traditional market segmentation, but it was hard to know where to look. GrowthIntel's use of unstructured data gave them access to companies beyond what they understood to be their 'prospect universe'.

GrowthIntel's conversion rates were higher on average among leads to which the client had assigned a quality rating of 'F' than the client's own conversion rates for leads they had classified as 'A'.

“We've been calling and making deals with companies we just wouldn't have approached at all working with previous data. It's broadened our horizons and widened our addressable market.”



"I've been very impressed with the results. You couldn't tear Growth Intelligence out of my hands now [...] Our lead gen and sales teams are more efficient and I've been able to make a significant saving on the cost of outbound marketing."

"It's helped our sales team think differently about their sales approach. They were cold-calling but now they can be confident a company has a need in advance. When we pick up the phone we have just the right information about leadership and activity to have an informed conversation... we have much more to go on than name and address."

"GrowthIntel has been instrumental in allowing us to identify when to contact a business as well as who to contact in the first place... for instance knowing when there's been a change in the management structure. It seems to influence the way they think about fulfilment solutions. The new FD will look at his P&L and find he's spending too much."

"We've been impressed by the level of service we've received from GrowthIntel. They've taken very good care of us and addressed all our concerns."

As well as increasing appointment-setting efficiency, GrowthIntel has been able to increase the value of opportunities being generated:

"The average value of an opportunity from GrowthIntel is double what we see with other data sources."

The impact of GrowthIntel has been to allow this client to introduce big-data-driven decision-making into marketing, increasing efficiency and boosting productivity.

"It feels good to have this level of insight. You couldn't tear GrowthIntel out of my hands now."

*GrowthIntel gathers unstructured data from all over the web: the constantly shifting digital footprints of millions of firms and people within those firms (including text, images, PDFs, computer code, contracts, receipts, job ads, email and web activity). The unstructured data is then enriched into 'buying signals' by machine-learning systems. Examples include 'companies launching new products', 'companies appointing a new warehouse manager', 'companies receiving a spike in web or email traffic from Malaysia', 'companies accepting new currencies online'.

