Bryce Roberts, Manager of Demand Generation at Oracle + Bronto, is always searching for “bedrock” lead gen vendors and possible demand gen breakthroughs. Bryce manages over 20 different lead gen channels for Oracle + Bronto, a company that makes commerce marketing automation for high-growth retailers. He looks at things like lead costs, conversion rates, pipeline, and deal velocity. “When building my demand gen plans, I use that analysis to identify the sources I can count on,” said Bryce.

“I get five calls a week from lead gen vendors who promise the moon,” said Bryce. “The message is always the same. They tell me they have a large database with lots of filters.”

Bryce had a hypothesis. He had taken classes in statistics in college and felt there had to be a more scientific way to source leads, especially leads that went through the funnel faster. Everyone he asked kept saying it wasn’t possible.

Then he talked to LeadCrunch.

CASE STUDY
Oracle + Bronto improves customer acquisition cost by 67% with LeadCrunch

Executive summary

A 67% improvement on cost per new logo over the previous channel benchmark

A 78% more efficient opportunity creation, with $500k in pipeline value from just the initial pilot

A 96% in profile rate compared with 42% across all demand gen channels and 75% for the average content syndication vendor

A 23% improvement in lead velocity through the funnel
A groundbreaking way to source leads

When he learned about the DeepFind™ platform by LeadCrunch, Bryce thought he may have found a breakthrough lead gen vendor. This artificial intelligence (AI) engine was available on a cost-per-lead basis in a pilot framework. As part of the program, LeadCrunch deeply profiled a list of Oracle + Bronto’s best customers and built a custom predictive model, based upon the “buying DNA” of these customers.

“The challenge in B2B with building predictive models is the data,” said Steve Biafore, Chief Science Officer at Lead Crunch. “B2B is a very complex ecosystem. People get promoted, change jobs, and gain influence. Companies deploy technologies, enter new markets, and numerous other activities. To make better predictions, you need data that describes this reality. Firmographics are not accurate or descriptive enough. So we first decided to fix the data.”

Bryce had seen the same thing. “Our ideal customer is not identifiable by just using an industry code or company size. Our customers are retailers who have online shopping carts. Lead gen vendors will give us restaurants, which are part of the retail industry, but are generally not a good fit for us. LeadCrunch understands how to find the right accounts.”

After building the predictive model, LeadCrunch collaborated with Bryce to develop an outreach campaign, using web, email, and phone contact points. LeadCrunch then shared Oracle + Bronto thought-leadership content. Interest in this content signaled strong early-stage buying intent. LeadCrunch then nurtured the leads with additional pieces and later provided the leads to Bronto.

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“Salespeople need to engage prospects early in the decision process in order to win the business,” said Olin Hyde, the Chief Executive Officer at LeadCrunch. “We call this ‘pre-intent.’ Pre-intent gives sellers the chance to shape the buying vision.”

A promising start

“The LeadCrunch program was great right from the get-go,” said Bryce. “We have a fairly sophisticated marketing stack, including Eloqua as our marketing automation platform and a business intelligence tool,” said Bryce. “We can measure just about anything.”

“Our sales cycle is really long — six to nine months, even a year,” Bryce stated. So he looks at the early stage conversion to get a directional read on new programs.

“The first gate with leads is what we call ‘in profile rate.’ A lead must meet a set of criteria. Do they sell online and have a shopping cart, for example? LeadCrunch gets through that gate 96% of the time, compared with 42% across all demand gen channels and 75% for the average content syndication vendor.”

“A lot of vendors have very low conversion rates from our first to our second stage of the funnel. I get leads from vendors that I should never get. For example, recently a vendor sent me a lead from Salesforce.com. That’s one of our biggest competitors.”
“LeadCrunch gets through that gate 96% of the time, compared with 42% across all demand gen channels...”

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Eye-opening results

Over time, Bryce started seeing additional benefits:

• A 67% improvement on cost per new logo over the previous channel benchmark
• A 78% more efficient opportunity creation, with $500k in pipeline value from just the initial pilot
• A 23% improvement in lead velocity through the funnel

According to Bryce, “LeadCrunch is creating opportunities at a rate we haven’t seen before. In early stage campaigns, we typically get a lot of leads that we need to nurture for a long time, but with LeadCrunch we’re getting much faster conversion. These leads help us drive down customer acquisition cost.”

An ambitious end-of-quarter lead goal

After the initial pilot, Bryce needed to hit aggressive third-quarter lead goals. He again turned to LeadCrunch. “Their client success team made a commitment.” Bryce was getting asked daily to forecast his total lead volume projections for the quarter.

“I was on the phone with the LeadCrunch team every week towards the end. I asked them not to let the leads bleed over into the next quarter. LeadCrunch came through.”

Predictability and peace of mind

“I have five bedrock lead gen partners. Partners like Google for search and LinkedIn are part of that bedrock group. LeadCrunch is one of my bedrock vendors now. For me, LeadCrunch means peace of mind and predictability,” said Bryce.

Artificial intelligence powers better business relationships

The DeepFind™ platform, which identifies companies that look like the best customers of Oracle + Bronto, creates this velocity. “Our mission is to help clients like Oracle + Bronto create great relationships,” said Olin Hyde, Co-founder and CEO of LeadCrunch. “To do that, our AI platform identifies the buying DNA of Oracle + Bronto prospects.”
About LeadCrunch

The problems we solve
Despite technology advancements, even the best marketing teams get very low conversion rates throughout the funnel. Plus, most marketing teams must argue constantly to get revenue credit for marketing influenced leads. Conflicts with sales over lead volume and lead quality are never-ending.

These problems stem from B2B complexity. B2B buying behavior involves multiple stakeholders, evolving buying criteria, and an elongated consideration cycle. The sales and marketing tech stack has thus far only increased this complexity.

Our experience design
We think differently about how to find and grow lasting B2B relationships. Scaling relationship development with artificial intelligence (AI) necessitates a data model that describes the B2B ecosystem. The data must not be a snapshot in time but a network of ever-changing people, ideas, and companies. Mere firmographic models are too inaccurate and simplistic.

Scaling relationship development also means analyzing not just your hand-raisers, who convert infrequently, but your ideal customers. With such profiles, AI can predict who will buy and their buying capacity and buying longevity, not just who will respond.

Because the B2B ecosystem is constantly changing, your marketing model must learn continuously, too. The LeadCrunch always-on AI platform adapts to competitive threats, ideas that are changing market perceptions, and changes to your solution portfolio and business strategy. This continuous learning means tightly integrating content marketing with audience targeting, delivering a stream of proactive insights, and feeding outcomes back into the platform to improve targeting and insights.

Above all else, the design must simplify the complexity and make marketers the new maestros of shareholder value.

Our services
We make it easy to pilot our AI-driven B2B marketing system. No complicated tech stack integrations. No long-term commitments. Only pay for qualified leads who engage with your content. We can also nurture the leads with your content, identify additional personas within an account for your sales team to engage, or even engage and nurture those additional personas in each account. Each lead is multi-touch verified and guaranteed to meet your campaign criteria and contain valid data.