CASE STUDY

CommCreative accelerates a client’s sales pipeline by 247%

CommCreative, a Boston area digital-first marketing agency serving the technology, healthcare, and manufacturing sectors, signed a new cybersecurity client. The client needed to accelerate pipeline.

To do so, Amy Grucela, Director of Strategy for CommCreative, and her team used market research and a proven approach to create better messaging and content, showcased on a more robust website. Amy then wanted to use ABM to build meaningful pipeline for the client.

Solution

“As an agency,” said Joanna Bittle, Agency Partner at CommCreative, “we believe that a combination of a highly personalized approach to ABM, the right technology, and constant testing and optimization are the keys to a successful strategy.”

One of those technologies was predictive analytics. “Predictive analytics is ideal for ABM,” said Joanna. “The problem is that the large upfront cost of many predictive analytics vendors makes testing the technology out of the reach of some clients, but not with LeadCrunch.”

With a background in publisher-based lead generation, Amy set high standards in seeking partners to help generate better leads for her clients. In all, she tested seven vendors to do a pilot AMB campaign.

One of those vendors was LeadCrunch, the only company that includes predictive analytics with every cost-per-lead campaign.

“I’m normally leery of lead generation services that are not publications, but I took a chance because I thought LeadCrunch’s algorithm and targeting capabilities were interesting, and we’re always looking for technology innovations that can give our clients a competitive advantage.”

LeadCrunch’s demand generation system finds optimal B2B targets for a company by analyzing a client’s best customers to identify accounts with similar attributes.

“I liked the idea that we could pilot predictive analytics on a cost-per-lead basis,” said Amy. The big data approach of LeadCrunch goes far beyond traditional firmographics. The system considers factors like the technology stack, competitive intensity, job postings, staff technical skills, social posts, buying capacity, and numerous other characteristics.
The results

“After the first campaign, I could see that we were getting great lead numbers, even if our ABM list was limited in size. The other thing that I observed was that LeadCrunch did not spike my price when I wanted more specific filters.”

With traditional publishers,” said Amy, “my price would have skyrocketed if I qualified by size, company, and industry, since these demand gen companies usually optimize their price based on a finite number of inbound leads. But LeadCrunch works differently. It scales in a much more cost-effective manner.”

After the success of the LeadCrunch pilot campaign, Amy implemented several follow-up campaigns which produced even better results, thanks in large part to DeepFind’s learning capabilities: “I like that the algorithm is always learning,” says Amy. “When I provide feedback, LeadCrunch inputs that data back into its system, helping it refine its targeting continuously.”

LeadCrunch accelerated pipeline throughput by 247% more than the client’s next best performing lead gen company, with a total of seven top lead gen providers in the mix. CommCreative’s cybersecurity client was ecstatic.

Because of this success, Amy recommended LeadCrunch to eight other clients to help them achieve similar improvements in marketing performance. “LeadCrunch is easy to work with,” says Amy. “It can take filtered campaigns and come back with reasonable cost per lead prices and solid performance.”

Said Joanna, “With our expertise in branding, digital and ABM, we see ways to use the AI of LeadCrunch to give our clients a competitive advantage.”

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Learn more: www.leadcrunch.com
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.

Learn more: www.leadcrunch.com