

# How a SaaS-based technology provider is driving 5X leads than its competitors



**120%**

Exceeded the nurturing target database by 120%

**40%**

Achieved 40 % growth in opportunities attributed to electronic marketing programs

**19%**

Reduced billable database record by 19%

**30%**

Exceeded MQL target by 30%

## CLIENT

One of the top SaaS companies in the market which owns many cloud products. The client provides various SaaS tools to global businesses which improves productivity and collaboration. The client turned to Lake B2B in order to enhance their digital footprint and reach a larger audience.

## CHALLENGES

- Messaging about the product was not reaching the target audience
- A very large database which made it difficult to connect with the desired target audience
- Staying ahead of the competitors

## SOLUTION

- Lake B2B's marketing team analyzed and segmented the client's database into five primary decision-maker personas including CIOs, CTOs, CFOs and people who influenced purchasing decisions
- Developed a matrix that followed each persona along the buyer's journey, from awareness to consideration to decision. This helped in determining which assets were required for each stage of the buying cycle
- Executed lead-nurturing content campaigns based on each person

## Sell smarter and identify cross & up-selling opportunities through our nurturing growth solutions

## RESULTS

- A clearer vision of how specifically a prospect engages, steps taken by the prospect to advance through the sales funnel and the content that interested them the most
- Exceeded the nurturing target database by 120%
- Achieved 40% growth in opportunities attributed to electronic marketing programs
- Reduced billable database record by 19%

"When we began our search for a partner to help us with our digital marketing, we were looking for one with industry experience who would continue to add value. Bringing in Lake B2B allowed us to focus more on the big picture as we worked together to improve customer loyalty and engagement."

James Fortney, VP, Sales

## Have a question? Reach Out

<input type="text" value="First name*"/>	<input type="text" value="Last name*"/>
<input type="text" value="Email*"/>	<input type="text" value="Phone number*"/>
<input type="text" value="Company name*"/>	<input type="text" value="Company size*"/>
<input type="text" value="How can we help?"/>	

Submit