
How AtScale's Marketing Team Increased Marketing Qualified Leads **200%**



By Metadata

About AtScale

AtScale makes business intelligence work on big data. AtScale targets data architects, data analysts, business analysts, big data architects and BI analysts. With such a specific target market, AtScale has to rely on the powerful abilities of Account Based Marketing in order to fill the funnel with MQL¹ and turn them into SQL².



“I have run paid social ads on my own. However, both lead quality and quantity was a challenge and I looked for a solution to help me target better and reach the right audience.”

*Gonzalo Mannucci,
Director of Demand Generation at*

The Marketing Challenge

In a crowded, competitive and often confusing market such as Big Data, AtScale needed to find ways to better target and attract the right audience. AtScale’s marketing team historically leveraged social media to find and attract new Prospects. However, they struggled with lead quality and low conversion rates.

The Solution

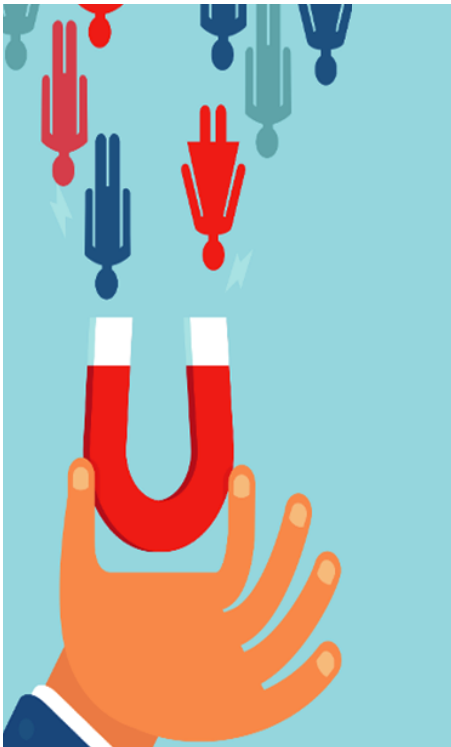
Not wanting to simply throw more money and people at the problem, the AtScale marketing team was determined to make their social media marketing an effective lead generation channel.

¹Marketing Qualified Lead

²Sales Qualified Lead

Besides the need for targeted, high-performing campaigns, AtScale needed to extend their team's capabilities without adding headcount. AtScale signed up for a 6-month pilot program with Metadata. They trialled Metadata's Account Based Marketing managed service with hopes of increasing lead quantity, quality and conversion rate.

The Metadata solution automatically analyzed and enriched AtScale's existing Salesforce data and generated thousands of look-a-like leads based on AtScale's best performing accounts. The Metadata managed service team built new social marketing campaigns using LinkedIn and Facebook to target this new look-a-like audience. Not only did these campaigns drive more MQL^s but better quality MQL^s.



I wanted to work with Metadata because I needed to scale fast with limited resources. Metadata provided a predictable flow of qualified leads from the start. Their managed service approach really worked for AtScale. Not only did we get great results with Metadata's proprietary algorithm, but we got value added services such as landing page and asset creation and optimization which we didn't expect. These additional services allowed us to speed up the launch process and save money on outsourced designers.

Gonzalo Mannucci

Results

At the conclusion of the 6-month pilot:

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In a noisy and crowded social marketing world, Metadata helps us reach our ideal customer profile and drive the right responses from the right prospects

Gonzalo Mannucci

Metadata's ability to build highly targeted look-a-like audiences combined with the expertise to deliver optimized social marketing campaigns resulted in significant returns for AtScale:

- Increased lead volume by 2x over previous efforts.
- 81% of the leads generated by Metadata managed campaigns on LinkedIn and Facebook were a direct match to AtScale's target audience.

Mannucci went on to say:

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Our pilot program with Metadata.io has delivered promising initial results in terms of lead quality. On a Cost Per Lead basis, Metadata provides as an acquisition vehicle which is very competitively priced vs. other vendors and services.

Gonzalo Mannucci

About Metadata

Metadata reverse-engineers your ideal customer profile to locate and target buyers for your products using your existing ad budget. The net result is a custom demand generation engine that creates a consistent flow of new warm leads each month, resulting in a 50% to 600% improvement in lead conversion rate.

We begin by using data signal micro-segmentation to form buyer profiles that match your best clients. Then we search thousands of these signals to locate lookalike buyers who are statistically similar to your best existing clients. Finally, we convert these matches into warm leads using patent-pending ad targeting and machine learning.

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