

HOW THIS B2B STARTUP GOT 161 DREAM ACCOUNTS TO ATTEND THEIR FIRST PRODUCT DEMO

THE CHALLENGE

Concurrent, Inc. the leader in Big Data application infrastructure, wanted to deliver their live product demo to the right people in a targeted list of companies they are after. The goal was to revive a few accounts that went under the radar, as well as engage with new targets who are ready to engage with sales.

THE PROBLEM

The company was looking to grow- it faced a new challenge: how can they accelerate their marketing reach and acquire more customers faster while maintaining or reducing customer acquisition costs?

THE SOLUTION

Metadata Amplifier™ helps b2b marketing folks to automate their demand-gen, generate a lead flow of the highest quality possible – leads that sales approve. Kim Loughhead, VP Marketing at Concurrent says: “The sales team was in consensus that these are the best leads we have generated so far – it really helped me set the stage for us working together.”

In addition to the quality of leads coming in, Concurrent was able to achieve significant advertisement cost savings by optimizing their reach via multiple channels – being able to get the same person to engage with their message for a fraction of the cost, allowing a high marketing ROI.

THE RESULTS

Metadata delivered x3 increase in ROI when compared to previous campaigns, engaging over 33% of those accounts with Concurrent product demo and creating 4 new opportunities that week alone.

In addition, Metadata drove 48% increase in net new conversions within the span of the promotion and x3.7 times increase in clicks when compared to their best performing campaign.

X3 Increase in ROI compared to previous campaign

33% Conversions from 500 targeted accounts within 21 days

48% Increase in net-new conversions

X3.7 Increase in clicks
(compared to best-performing campaign in 2015)

3 WEEKS CAMPAIGN

500
Accounts Targeted

161
Accounts Converted

48%
Lift in Conversions

370%
Lift in Average CTR

