

HOW GitPrime GENERATED \$4.2M IN PIPELINE IN 90 DAYS WITH METADATA

THE COMPANY

Founded in Colorado in 2015, GitPrime provides tens of thousands of software engineers with objective data on their contributions and impact. The GitPrime platform aggregates historical git data into easy to understand insights and reports, to help make engineering teams more successful. With aggressive growth goals for 2019, GitPrime was seeking to increase the volume of top-of-funnel leads, improve lead conversion rates and lead quality, and accelerate existing opportunities through the pipeline, all with a lean demand gen staff.

THE SOLUTION

GitPrime chose the Metadata account-based advertising platform to generate top-of-funnel leads on Facebook, LinkedIn, and programmatic networks and accelerate them through the funnel. Metadata enables GitPrime to quickly generate custom audiences of contacts, and pretarget those contacts with ads to see which convert and generate pipeline. Metadata does this by first sourcing custom audiences of contacts fitting GitPrime's ideal customer profile from Metadata's extensive network of data providers, and then targeting those contacts with massively-scaled multivariate ad experiments on Facebook, LinkedIn, and programmatic networks. Metadata monitors which ads lead to new or influenced opportunities, and automatically optimizes GitPrime's ads to generate the most pipeline and revenue.

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Metadata optimizes every permutation of collateral, audience, creative and channel at scale, with zero human intervention. GitPrime's lean marketing team can now punch above their weight class with dozens' more campaigns than they could execute manually. They can also free up many hours per week to focus on value added tasks, versus the manual UTM tagging, data enrichment, and A/B testing tasks that they might have to spend on even a few campaigns on each different ad channel before implementing the Metadata account-based advertising platform.



" I showed our results to a group of marketing leaders recently and was asked, are you using Terminus? I said, No, it's Metadata - way better (and more affordable) "

- Michael Smith, VP of Growth Marketing, GitPrime

90-DAY BUSINESS RESULTS

200+
campaign tests

500+
net-new TOFU leads

60+
target accounts penetrated

\$4.2M
new or influenced sales pipeline



THE RESULTS

GitPrime was first able to generate a variety of custom audiences using Metadata's firmographic, technographic, and buyer intent data sources. Next, they targeted those contacts with dozens of ad experiments, to see which combinations of channel and offer converted and resulted in qualified sales pipeline. Metadata gives GitPrime the ability to run many more ad campaign experiments than they could manually on their own, and the results were nearly immediate.

Within 90 days, GitPrime used the Metadata account-based advertising platform to run over 200 tests of their content offers on multiple ad networks, resulting in over 500 net-new top-of-funnel leads. Even more impressive than the volume of new leads was their quality. Using Metadata, GitPrime has already penetrated over 60 accounts from their top 1000 account list. This influx of qualified leads generated new sales opportunities and influenced dozens of existing opportunities, resulting in over \$4.2M in new or influenced pipeline - in less than three months.

Want to learn more about account-based advertising from Metadata.io?

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