

HOW Knowi INCREASED LEAD CONVERSION RATES BY 200% IN 6 MONTHS

THE CHALLENGE

Knowi is a Business Intelligence platform for modern data stacks with a vision to dramatically shorten the distance from raw data to insights to actions. Knowi achieves this with an all-in-one analytics platform that combines business intelligence and artificial intelligence within a unified system.

As they entered a new niche market of Adaptive Business Intelligence for Modern Data, Knowi needed to find and access the best channels to reach their potential customers. Knowi also needed to optimize and accelerate the generation of new marketing qualified leads to feed their growing sales team and reach their revenue goals.

THE SOLUTION

Knowi turned to Metadata to rapidly scale their demand generation efforts. With the Metadata closed-loop demand generation platform, Knowi can execute an exponentially greater number of ad experiments than they could on their own. Metadata achieves this using a patented Artificial Intelligence (AI) Operator, which executes massively-scaled multivariate experiments on social media and programmatic ad channels.

With Metadata, Knowi is able to test and optimize dozens of permutations of collateral, audience, creative, and channel, with zero human manual intervention. This frees up the Knowi marketing team to focus on more value-added tasks.

THE RESULTS

The partnership between Knowi and Metadata showed positive results in an extremely short period of time. Metadata's patented artificial intelligence and machine learning capabilities enabled Knowi to conduct hundreds of experiments each month to find the 15% winning combinations of offers and channels that were driving pipeline. After only 120 days, Metadata's precision marketing platform generated a 436% increase in net-new leads and a 200% increase in lead conversion rates for Knowi. Metadata delivered significantly better results compared to Terminus or any other solutions they had previously tested.

“ The Metadata process has allowed us to focus on more value-added activities without having to worry about manually managing budgets, optimizing ads, and creating campaigns that generate qualified leads. ”

Kim Loughead, VP of Marketing



FIRST 180 DAYS

120+
Experiments completed

436%
Increase in number of
net-new leads

200%
Increase in conversion rates

