

CREATED A PREDICTABLE LEAD GENERATION SOURCE IN UNDER SIX MONTHS

THE COMPANY

Tipalti is a global payables automation software business that helps to streamline and scale the end-to-end accounts payable and remittance workflow for fast-growing and midmarket businesses.

THE PROBLEM

With a focus on growth, Tipalti wanted to scale their business further so they came to metadata.io with an issue that many companies need to address. The problem: generating predictable and qualified leads from social channels. Relying on standard marketing channels only goes so far, and having put an ABM strategy in place, Tipalti wanted to more effectively get their message in front of the right people.

Before partnering, Tipalti struggled to effectively and consistently generate quality leads through LinkedIn and Facebook. Tipalti had an ABM strategy in place but needed to support a growing sales team and expand reach within target accounts. They wanted to focus on a scalable, technology-based solution to meet the challenge.

THE SOLUTION

Tipalti came to metadata.io in the summer of 2017 to accelerate lead generation and account penetration. Within a month of using Metadata, Tipalti had dozens of live campaigns and were testing dozens of ad variants against numerous audiences on Facebook and LinkedIn.

“ Metadata.io empowered us to make informed strategic decisions almost immediately after launch. The constant dedication of the customer success team to the performance of our program really guaranteed the results we achieved. ”

- Peter Tarrant, ABM Manager, Tipalti

With metadata.io's AI capabilities, Tipalti was able to test hundreds of different campaign variations, constantly changing audiences, channels, creatives and content promoted, get valuable insights to the effectiveness of those campaigns and automatically optimize them based on pipeline impact.

BUSINESS RESULTS

400+

Multivariate experiments

500+

Net-new leads

+\$330K






Net-new pipeline

\$1.2M

Influenced pipeline

22

New Opportunities

 Impressions	1,281,200
 Clicks	6,640
 Leads	518
 MQLs	76
 Opportunities	22
 Amount	\$1,181,212

THE RESULTS

Through 41 campaign variations, over 400 experiments, optimizations, and other multivariate tests, Tipalti generated over 1M impressions, thousands of clicks, and over 500 new leads. Those metadata.io leads then progressed down the sales funnel generating over \$330,000 in qualified pipeline revenue. Tipalti still tests dozens of campaign variations across different channels, targeting different audiences based on firmographic, technographic, intent, and ABM attributes.

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

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