

40X PIPELINE ROI USING METADATA - HOW MINTIGO MADE IT HAPPEN

THE COMPANY

Mintigo is an intelligent customer engagement platform that puts the power of AI in the hands of B2B marketers and sales teams. Mintigo's proprietary technology has thousands of predictive insights and intent signals from millions of companies worldwide making it one of the strongest buyer intent tools on the market.

THE CHALLENGE

Mintigo, with its powerful intent-identifying capabilities, needed a method of generating consistent leads to generate consistent sales pipeline. While their SEO efforts do a lot to drive a consistent stream of high-quality leads, more targetable channels like LinkedIn and Facebook were simply not realizing their full potential. When those channels were being used, the cost per lead was not sustainable. Mintigo didn't have the resources or the time to properly run tests and optimize at the scale that was necessary to see cost improvement in these channels.

THE SOLUTION

Mintigo partnered with Metadata.io in the winter of 2019 to accelerate lead generation from their existing data assets, while decreasing the average cost per lead. Mintigo used their own internal data to identify companies in their ideal customer profile (ICP) that were showing intent for a predictive marketing platform. The Metadata.io customer success team then created custom audiences in the Metadata.io platform and targeted them on LinkedIn and Facebook, using the proprietary matching algorithms in the Metadata platform..

During the first month, Mintigo's CPL through Metadata mirrored their previous efforts, averaging upwards of \$350 per lead. By the second month of their engagement, the CPL dropped to \$140. By September, it was \$65, thanks to Metadata.io's always-on, always-learning ad optimization engine.

KEY BUSINESS RESULTS

22+
campaign variations

74%
decrease in CPL

4000%+
influenced pipeline ROI

\$1.6M
new or influenced sales pipeline



“
Using Metadata, we were finally able to turn paid social campaigns into a cost-effective, and consistent demand tactic. The results have been nothing short of fantastic and have allowed us to engage with our target accounts!
”

- Nida Chughtai, VP Marketing, Mintigo

MINTIGO'S METADATA.IO DASHBOARD



MINTIGO'S BEST PERFORMING ADS



THE RESULTS

- Reduced average CPL 74%, from \$250 to \$65
- 4,154% pipeline ROI
- Maintained lead quality with a 50% lead-to-MQL conversion rate

Within months, Mintigo used the Metadata account-based advertising platform to run over 22 campaign variations, dozens of experiments and optimizations of their content offers on multiple ad networks, resulting in over 4,000% pipeline ROI. On top of this, they were able to maintain lead quality, maintaining a 50% lead-to-MQL conversion rate. Using Metadata, Mintigo was able to reduce their cost-per-lead by 74% and generate over \$1M in net-new influenced pipeline.

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

Visit: www.metadata.io
 Email: hello@metadata.io
 Call: 415.231.2211