Case Study

How Host Analytics Used LeadGnome To Increase Lead Quality By 80%

Introduction

After embarking on an Account Based Marketing (ABM) strategy in the summer of 2015, the sales and marketing teams at the leading cloud-based enterprise performance management (EPM) company, Host Analytics, found themselves looking at their database in a whole new light. While high quantity, their stellar marketing efforts were limited by a large number of low quality leads. They knew they needed to get targeted messaging in front of the right people at the right accounts, but how? That's when Host Analytics' VP of Demand Generation, Nick Ezzo, discovered LeadGnome.

What Is Host Analytics?

Host Analytics is the leader in cloud-based enterprise performance management (EPM), offering a suite of financial applications for modeling, planning, consolidation, reporting, and analytics. World-class companies like NEC, Burlington Coat Factory, and Jazz Pharmaceuticals trust Host Analytics to power their strategic financial processes. Host Analytics is a fast-growing, private company backed by leading venture capitalists and is headquartered in Silicon Valley with customers in over 90 countries.

Host Analytics is the first and only company to offer a complete suite of enterprise performance management applications built from the ground up as cloud-based applications. Since raising their first round of venture funding in 2008, they've posted record-breaking customer and bookings growth every year. They've been recognized as a visionary in the market by leading research and analyst firms and have won numerous awards. They're growing fast and hiring world-class talent for offices around the globe.

Get more information on product offerings here: **www.hostanalytics.com/product**

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To date, Host Analytics has utilized the lead generation and lead enhancement capabilities of LeadGnome to:

- Deliver new leads that are 80% higher quality than other sourced leads

- Accelerate pipeline growth by adding quality leads to target accounts (better coverage)

- Enhance existing leads with newly captured Account Based Intelligence (continuous database cleansing)

- Increase their database by more than 15%

- Improve alignment of sales and marketing teams

Who Is Nick Ezzo?

As the Vice President of Demand Generation for Host Analytics, Nick brings to the firm more than 15 years of experience as a marketing strategist with extensive technology experience leading enterprise and product marketing at large and small companies. Nick is career-focused on building and accelerating market leadership, launching innovative products with clear messaging, driving global demand, arming sales teams, and driving bottom-line growth.

In 2016, Nick was named a Top 40 Demand Marketing Game Changer by Heinz Marketing and Integrate, and featured in an eBook, 155 Tips & Tactics from Demand Marketing's Top 40 Game Changers. On Nick's spotlight page, he acknowledges LeadGnome as one of his Essential Marketing Tools, and says his signature marketing secret is to "measure everything and continue to tweak. Don't be afraid to experiment on stuff you don't know will work."

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Host Analytics' Winning ABM Sales & Marketing Strategies Using LeadGnome

After moving to Account Based Marketing in the summer of 2015, Nick and his team started the process of aligning Host Analytics' sales and marketing teams around ABM strategies from the ground up.

Sales chose their top 100 accounts—with a goal of achieving more coverage in each key account. According to Gartner, an average of 7 people are now involved in B2B buying decisions. Nick set a goal to have 80% or more of their top 100 accounts have at least 3-5 contacts.

Marketing switched from lead-based marketing strategies with a high "garbage rate," to laser-focused ABM strategies centered on personalized messaging and targeted solutions. They successfully employed content, email, social and paid marketing campaigns, but were still disappointed with the quality of leads coming in.

To complement their ABM strategies and maximize reach, Host Analytics brought LeadGnome in to help penetrate their key accounts.

"Integrating LeadGnome with our email and Marketo systems was painless. The entire process took under five minutes and was easy enough that IT wasn't even involved. The most amazing part was being able to visibly watch contacts being updated and added to our database within minutes of our first campaign," said Nick.

Often considered a nuisance by marketing departments, Nick witnessed firsthand LeadGnome's ability to leverage Out of Office and other replies to email campaigns, unearthing valuable Account Based Intelligence, generating new contacts and enhancing existing leads. And because this valuable data came directly from someone within a targeted account, it was far more fresh and accurate than the stale information provided by traditional data cleansing services or list vendors.

Once Host Analytics added LeadGnome to the mix and began mining ABM email campaigns, the lead quality increased significantly.

"I'd been manually mining email replies for years, searching for an automated solution like LeadGnome," said Nick. "I knew there was valuable information in those replies, and every time I tediously extracted a new contact from an Out of Office email it was a victory. Once we applied LeadGnome to our targeted ABM campaigns, I was floored by how much our lead quality improved. Not only did we benefit by acquiring new leads, but LeadGnome greatly enhanced existing leads and helped our sales team discover timely trigger events."

The LeadGnome Difference:

Host Analytics tracked and compared the scores (using Infer) of past leads versus LeadGnome leads using an A (high quality), B, C, or D (poor quality) rating system. In order to score the leads, they asked questions like: How similar is this lead to our existing customer base? Is the record complete? Is it a non-business email? Before LeadGnome, 50% of Host Analytics' leads were rated D (60% of website-sourced leads were rated D). Typically only 10% of their leads were rated as an A lead.

LeadGnome's ability to identify and mine Account Based Intelligence from campaign email replies resulted in a significant increase in the quality of leads added to Host Analytics' database. In addition, existing leads were enhanced throughout key accounts.

- Only 10% of LeadGnome leads were Ds (this represents a 80% quality improvement)

- More than 10% of leads were considered to be A leads

- An incredible 43% were B quality

But even more importantly, all of these new leads were in their top 100 target account—and therefore extremely relevant to the sales team.

"This gave our sales team confidence in the marketing team's ability to produce qualified leads—further aligning the two teams. As we expanded into those key accounts and reached more leads with personalized messaging, we were in a better position to close deals," said Nick.

Host Analytics increased the quality of their leads by 80% and the size of their database by more than 15% using LeadGnome's lead generation capabilities.

"LeadGnome complemented our recent database cleansing project by enhancing many of our existing leads with fresh, high-quality information. While we also purged many bad records during this project, LeadGnome generated a substantial number of new contacts and to date we've grown our database by 15% with high-scoring, viable leads. I'm confident moving forward, LeadGnome will help us maintain database integrity, slow decay and ensure that we're only working with the most up-to-date leads," Nick continued.

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What's Next For Host Analytics?

Nick feels they've only just started leveraging all that LeadGnome has to offer. What's next? There are several areas in which he feels LeadGnome can help Host Analytics fuel pipeline growth and boost sales:

Trigger Events: "The ability to quickly identify changes within our accounts—and act swiftly—gives our sales team a huge competitive advantage. We'll continue to monitor these events and proactively reach out to new contacts to establish a rapport early on."

Marketo Integration: "Automatically importing our LeadGnome data into custom Marketo programs is an amazing capability for our marketing and sales teams. Creating an automated process for our reps to follow up on when a contact is out of the office or receives a promotion is exactly the personalization for which we're known."

Fight Database Decay: "One of the things that surprised me most about LeadGnome was the platform's capability to maintain the accuracy of our database. Normally it's a constant battle to keep up with the turnover of information, but LeadGnome eliminates that by automatically updating our accounts."

Personalized Messaging: "LeadGnome's intelligence allows our marketing team to strategically segment lists to identify users, buyers and leaders within our key accounts. But even more, we can identify when someone is out of town, promoted, or new to the company, and personalize our messaging even further. These are the little things that wind up making a huge difference to our bottom line."

Increase Renewal Success: "Thanks to LeadGnome's email mining capabilities, staying on top of trigger events and changes within our key accounts has already positively impacted our renewal activities. We'll continue to leverage LeadGnome's data, creating marketing messages that complement account changes and renewal schedules."

Host Analytics Results
March 2015–June 2016

- Host Analytics joined beta program in March 2015

- Total emails analyzed (enhanced/maintained) thru June 2016 = **24,862**

- Average emails analyzed (enhanced/maintained) per month (thru June 2016) = **1,657**

- Total mined contacts thru June 2016 = **17,577**

- Average mined contacts per month (thru June 2016) = **1,172**

- **70.7%** of responses yield mined contacts

LeadGnome is the category-defining Account Based Intelligence web service company that mines emails to generate new contacts, enhances and maintains existing leads, and provides actionable intelligence that fuels sales acceleration. LeadGnome empowers sales and marketing teams to increase connect rates, identify decision makers and influencers, and expand pipeline within new and existing accounts.

GENERATE QUALITY LEADS
Increase account-targeted leads by 36%, increase account-intelligence, and perform lead-to-account matching.

IDENTIFY TRIGGER EVENTS AND INCREASE CONNECT RATES
Capture left-the-company emails, pinpoint when prospects are in the office and automate scheduling of follow-up tasks in Salesforce.

CLEAN DATABASE CONTINUOUSLY
Enhance and maintain 72% of existing leads with missing and updated information.

info@leadgnome.com | **www.leadgnome.com**

LEADGNOME
MINING EMAIL FOR LEADS