LEADGNOME®
MINING EMAIL FOR LEADS

Key Takeaway

LeadGnome generated $30M in pipeline in 6 months.

Challenge

Still a startup, DoubleDutch's goal in 2016 was singular: grow the business. Marketing initiatives were instrumental to bringing in new leads, but they wanted to find ways to further grow their pipeline by delivering highly relevant, account-specific, sales-quality leads to sales - while at the same time lowering the cost of acquiring those leads. Additionally, because the company was expanding beyond event marketing, they knew it would be critical to also expand their reach within target accounts by identifying key influencers and buyers. Where they were focused on event managers previously, now they needed to broaden their knowledge of each account to include demand generation and marketing managers, and often all the way up to the CMO or CEO in order to get buy-in for their full-service platform.

The challenge was that DoubleDutch suspected their data was stale. Avid Marketo users, DoubleDutch utilized their marketing automation to engage with prospects and customers via multiple email campaigns each week. It was impossible to manually review all of the resulting reply emails, but they could see from analytics the bounces, unsubscribes, and falling open rates.

DoubleDutch needed a database cleansing solution to freshen their data, which in turn would give them better insights into the leads and activity within their target accounts.

About DoubleDutch

Founded in 2011 and headquartered in San Francisco, DoubleDutch believes in the power of digitizing live engagement to supercharge business outcomes. The DoubleDutch Live Engagement Platform powers events, conferences, and trade shows for more than 1,700 customers, and currently reaches more than 2 million users and captured 3 billion social interactions as of 2016.

Users leverage applications within the platform to curate the event experience in the Studio, engage attendees through the Event App, trigger personalized marketing campaigns in the Lead Manager, and monitor success through the Performance Manager.

www.doubledutch.me

Industry
Live Engagement Marketing

Size
201-500 employees

Solution

In the summer of 2016, Henry Ngo, Marketing Programs Manager at DoubleDutch began researching martech solutions to do just that. After a demo and free trial of LeadGnome, the email mining web service was adopted and DoubleDutch saw immediate and measurable results.

LeadGnome's integration with Marketo was a determining factor that allowed for a virtually hands-off approach to automatically updating DoubleDutch's database and mapping out accounts. "We thought LeadGnome would be a great tool to be able to introduce new contacts to DoubleDutch and expand within our target accounts. And it's worked flawlessly at capturing more departments. We have a much broader reach in terms of hitting more people on a team, and this has been instrumental in pipeline growth," said Ngo.

Results

In the 6 months DoubleDutch has been using LeadGnome, they have been introduced to and nurtured thousands of net new contacts resulting in:

- 1,500 Marketing-Qualified Opportunities (opportunities accepted by sales development reps)
- 7 Sales-Qualified Opportunities (opportunities moved from sales development reps to account executives)

With an Average Contract Value (ACV) of $20,000, DoubleDutch quickly - and painlessly - grew their early-stage pipeline by approximately $30M and near-in deals of $140,000.

Henry Ngo

"From a marketing standpoint, LeadGnome has done precisely what it is supposed to in terms of helping us expand our reach within accounts and get targeted messaging in front of the right people at the right time. There's also tremendous value in its ability to continually cleanse our database, mining updated data directly from our target accounts, and ensuring we always have the freshest data possible for effective email marketing campaigns," concluded Ngo.

Key Stats

9,000+ enhanced contacts

8,500+ net new leads

1,500 new Marketing- Qualified Opportunities

7 new Sales-Qualified Opportunities

Bonus Insight

From Henry: I was happy to learn that LeadGnome prevents open rates from falling. Email providers at targeted companies can start marking future emails from you as spam if your open rates decline. This results in an email reputation free-fall. Low open rates and the resulting drop in reputation affects future sends and the deliverability and effectiveness of *all* of your campaigns.

LeadGnome prevents email deliverability penalties in 5 ways:

- Updating your database w/ fresh contact data mined directly from target accounts
- Alerting you to sender verification requests (ensuring your emails successfully reach their intended recipients)
- Identifying unsubscribe requests
- Capturing left the company auto-responses
- Delivering updated email addresses from change in email address auto-responses