

Customer Story

Rep Efficiency, Vertical Data & Personalization At-Scale

Square

Learn how LeadGenius helped Square build out their vertical sales practice with personalized industry verticals, micro-segmentation and key decision maker identification.

Challenges

- Square gets mountains of inbound leads but many are low LTV and unqualified. To efficiently scale with higher quality customers, they needed an outbound program.
- Square quickly found that existing data vendors lacked the quantity, quality and segmentation required to power sales into restaurants and service businesses.

Solutions

- LeadGenius delivered a from-scratch dataset of quick-serve restaurants and other service-based businesses, complete with key decision makers.
- To help personalize and prioritize high LTV prospects, LeadGenius also provided unique attributes like top menu items, number of locations and liquor licenses.

Results

- By providing the right quantity and quality of data directly into Square's CRM and Salesloft systems, LeadGenius greatly increased each rep's efficiency
- By leveraging the unique attributes in their email sequences, Square doubled their positive outbound response rate

Customer Story

TAM Analysis, Account Prioritization, Sales Efficiency



Learn how Flow by LeadGenius helped PayPal understand their whitespace Total Addressable Market in LATAM, then prioritize which merchants to target first using unique data points only Flow by LeadGenius could deliver.



Challenges

- Difficulty identifying decision makers and complete buying center for mid-market and smaller online merchants
- Needed to prioritize merchants by revenue potential so sales could focus on highest value targets first instead of wasting time on lower value merchants.



Solutions

- Flow by LeadGenius combined technology and data teams based in LATAM to conduct a TAM analysis across target regions
- Flow by LeadGenius prioritized target merchants by triangulating revenue potential by sourcing custom data points including total inventory, cross-border website traffic, ecommerce platform and payment processor
- Flow by LeadGenius sourced decision makers and buying centers with complete email, phone, social media and individual location details for complete sales coverage



Results

- With new merchants identified and prioritized, and buying centers and decision makers enriched, sales' efforts were 100% focused
- Within the first 90 days, 3 opportunities were created representing over \$3M in processing volume to PayPal

Customer Story

Data Unification & Improved Global Coverage



Learn how Flow by LeadGenius helped Fujitsu improve their existing data across BENELUX & UKI and add critical missing data to power their regional sales & marketing programs.



Challenges

- Across BENELUX & UKI, different teams were using different tools or manual efforts to find at least 6 contacts for every large enterprise account
- Many existing contacts had been opted-in but no verification work had been done to determine if they're still at the same company
- Sales & marketing efforts were producing less than optimal results because of old or missing data



Solutions

- Flow by LeadGenius worked with Fujitsu's CoE team to develop a strategy to identify the right contacts at-scale and keep them refreshed with continuous ongoing verification
- Flow by LeadGenius provided full contact details across Europe while helping maintain GDPR compliance

Customer Story

Global Account Coverage & Personalization At-Scale



Learn how Flow by LeadGenius helped Salesforce enrich full buying committees across all of their top accounts globally, adding Contact Signals to improve personalization.



Challenges

- 80% of accounts didn't have required contact coverage to execute ABM playbooks globally
- Missing key fields required to run full ABM plays (contact physical address, Twitter, LinkedIn, direct dial, tech installs)



Solutions

- Built out complete buying centers with minimum 2 contacts per department (IT, sales, service, marketing)
- Filled missing fields and identified Change Agents and Executive Influencers
- Built out complete installed tech maps for each named account, competitors and integrators



Results

- Complete account contact coverage helped to better fill the top of funnel
- Full data point coverage meant more complete ABM plays could be run, resulting in more MQLs

Customer Story

Prospecting Automation to Explode Sales Efficiency & Closed-Won Opportunities



Learn how LeadGenius helped SAP EMEA North and EMEA South completely automate their outbound prospecting and achieve a 9X ROI.



Challenges

- Outdated contact information forced salespeople to conduct their own prospect research (“profiling”)
- Existing prospecting tools lacked the coverage and quality required in EMEA
- Manual prospect research meant salespeople were spending 70% of their time researching instead of selling, thus killing pipeline production and quota attainment



Solutions

- Leveraging DataHub and Flow, SAP was able to completely automate prospect researching
- Every week, 1,000 target accounts are fully enriched with 3,000 priority contacts and delivered directly into CRM



Results

- Salespeople went from spending 70% of their time researching, to 70% of their time selling
- Compared to the prior year, SAP saw a 150% increase in closed-won opportunities, a 141% increase in average deal size and a 9X return in signed contracts on their LeadGenius investment