

Case Study

Filling the Top of the Funnel for a Global SaaS Provider

Challenges

Building a sales pipeline for two discrete product offerings.

Prior to engaging with TribalVision, the client completed key strategic acquisitions of Company A, an API-based email verification tool, and Company B, an established market leader in email deliverability, to expand its market presence and establish competitive differentiation in the digital marketing space. To support sales targets for these new portfolio additions, the client tasked TribalVision with standing up frontline demand generation campaigns to drive pipeline and accelerate revenue growth for each respective product.

Approach

Developing a multi-touchpoint digital lead generation strategy.

At the outset of the engagement, TribalVision conducted an in-depth discovery session with the key stakeholders to gather the insights necessary to frame our approach and establish mutually agreed-upon benchmarks for project success.



Our goals with the engagement were as follows:

- Expand brand awareness and demand for Company A and Company B under the client's brand umbrella
- Identify opportunities to engage B2B audiences with the Company A product
- Increase volume and velocity of new leads entering the BDR pipeline
- Convey brand authority, relevance, and value through campaign creative
- Optimize the funnel experience to more effectively qualify leads and lower barriers to entry

Solutions

Implementing digital campaigns for the North American and European markets.

Targeting the North American and European markets, TribalVision developed a multi-channel demand generation strategy to generate a strong pipeline of MQLs for the client's BDRs to work and close.

To achieve the stated objectives, we executed the following:

- Segmented audiences using firmographic criteria to reach key influencers across the chain of buyers for each discrete product, with a focus on frontline email marketers and marketing leadership at enterprise B2C organizations for the Company B product, and database administrators at B2B organizations for the Company A product
- Leveraged LinkedIn, paid search, and programmatic display advertising to generate high-value top- and mid-funnel leads to feed the pipeline for the client's sales team



- Built a comprehensive media plan and developed proforma ROI modeling to allocate marketing budget efficiently across priority channels
- Worked in close collaboration with the client to ideate, iterate, and execute on bold and unexpected campaign creative to cut through the noise of a crowded, yet often uninspired, competitive space
- Launched, managed, and optimized campaigns over a 3-month period
- Delivered detailed analytics and data visualization on campaign performance

Results

Filling the sales pipeline with qualified leads.

- Increased total web traffic to relevant web properties by 31% and new users by 41% VS prior reporting period
- Generated 1,300 net new MQLs over the duration of the 3-month campaign, at a velocity of roughly 433 leads per month
- Drove Conversion Rates (CVR) of 6.34% at a Cost Per Lead (CPL) of \$106 on LinkedIn, \$232 on paid search



About TribalVision

As an outsourced marketing department for hire, TribalVision's mission is to help companies grow. This is achieved by combining intelligent strategy with tactical execution in a hands-on, results-driven manner. TribalVision utilizes its clients' marketing budgets as efficiently and intelligently as possible – ensuring that each dollar spent maximizes awareness and generates new business. TribalVision's unique marketing model is designed to fully align interests with client outcomes – guaranteeing an objective, client-first partnership. This is demonstrated in the firm's fee-based compensation structure, "roll up your sleeves" mindset, metrics-driven approach, and role as a trusted marketing resource tasked to help navigate organizations to higher grounds. To learn more about TribalVision, visit www.TribalVision.com.

