

# Case Study

## Helping a Research Firm Identify, Nurture, and Convert Leads

### Challenges

#### Nurturing leads to increase conversion

TribalVision's client provides premium market research and intelligence reports to Fortune 1,000 companies. To capture leads, they offer free, abridged versions of their reports with a goal of converting those free downloads into full report purchases which have an average cost of ~\$5K per report. The client engaged TribalVision to serve as their outsourced marketing resource, tasked with determining how to better convert those free report sample leads into full purchases.

### Approach

#### Strengthen qualification, segmentation and automation to close deals

Prior to the engagement, the client had specific goals that needed to be achieved with our help. With those goals in mind, TribalVision focused their efforts in the following areas:

- Leveraging a variety of marketing automation campaigns to increase the conversion rate of free sample leads to closed deals.



- Audit and strengthen the client's lead conversion marketing assets, tactics, tools, and analytics.
- Use lead scoring to build an MQL/SQL/PQL system that customizes messaging and marketing channels to convert the highest-quality leads.

## Solutions

### Driving traffic through a new lead scoring system

TribalVision developed a new, robust lead filtering process to identify and convert leads to achieve these strategic goals. To start, we revised their existing sales funnel, segmenting it into various subcategories. TribalVision also set up a new scoring system to combine all tracking criteria in order to funnel leads into the proper sales buckets. A variety of new automated email campaigns were also developed to support the new lead funnel segmentation, specifically:

1. Request a Sample
2. Purchase Inquiry
3. Speak to an Analyst
4. Learn More

## Results

### Increase of overall leads and conversions

After a 6-month engagement, TribalVision's marketing efforts within HubSpot Workflows resulted in the following:

**200+** SQL/Hot Lead Conversations

**1.65%** Average Email Response Rate

**18** Deals won



**9%** SQL - Hot to Deal Conversion Rate

**\$107K** estimated Deal Revenue

Over a 6 month period, HubSpot deployed 188.7K emails with a 27% open and a 0.7% click-through rate. TribalVision also built out custom reports and dashboards so the client can quickly and easily track workflow performance and conversions in real-time.



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#### 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](http://www.TribalVision.com).

