


# CUSTOMER RESULTS



## At a glance

In the niche market of health services transportation software, companies face a unique challenge: a lack of visibility in their category market to reach their Ideal Customers. This limitation resulted in low website traffic and poor lead generation for the business in this sector. Recognizing this critical pain point, Measure Marketing stepped in with an innovative solution backed by data.

 North America

## CHALLENGES

- Limited resources to execute on required marketing activities.
- Weak brand presence and product representation in their existing category.
- No Sales Qualified Leads (SQL) to fuel the pipeline from in-market prospects.

## SOLUTIONS

We positioned the product and brand where all their past, present, and future customers congregate, with the objective of educating them on the product and establishing the client as a trusted provider. Optimizing the website to align with prospect personas with product advantages, existing customer sentiments and sales objections, enhancing relevance and improving both traffic volume and pipeline quality. All while launching precision-engineered Search Ads and media campaigns focusing on three primary objectives:

- Converting cold prospects who are problem-aware into learning about the product.
- Bringing warmer prospects & contacts back into our digital ecosystem wherever they are on the web.
- Ready to buy prospects who are very familiar with the client and their solution.

## SUPPORTING FACTORS



Alignment with Sales, Offline Marketing Initiatives and Product Teams.



Quarterly Business Reviews + Strategy



Timely Communication + Account Management

## Key Metrics

This business needed to increase the number of ICP focused leads they saw. Factoring in historical pipeline conversion ratios & a knowledgeable sales team we knew the revenue would follow.



**167%**

Increase in ICP focused SQLs Year over Year



**1600%**

increase in Opportunities YoY.

## BENEFITS

New customer developed list for future expansion & back-to-base.

Increased Brand Authority, perceived as a category leader.

Acquired more investment in marketing lead initiatives because of executive level confidence in the program.