

leadspace

# Spigit Implemented LeadSpace for Account Based Marketing: Doubles Lead Conversion Rate, Halves Time to Convert Leads.

## OVERVIEW

Spigit is the market leader of innovation management for the enterprise with customers that include Fortune 500 companies across major industries. Spigit is the largest provider of innovation management software and enables companies to tap into the collective intelligence of their crowds of employees, partners or customers to source innovative ideas to identify new markets, products and services and to optimize their processes. Spigit customers have generated over \$1 billion in increased revenue and filed over 200 patents as a result of their innovation programs. More than 5 million users from around the world have participated in Spigit-powered innovation programs.

## CHALLENGE

Prior to working with LeadSpace, Spigit had good inbound lead volume, but many leads did not fit their ideal buyer or account profile. This led to lots of unqualified inbound leads in the system, sales team inefficiency, low conversion rates, and slow conversion velocity.

## SOLUTION

Spigit wanted to optimize their marketing and sales operations to focus on qualified leads at key accounts. To solve their challenges, Spigit used LeadSpace's "Account and Persona Based Marketing Solution" focusing on data enrichment and lead-to-account matching - key ABM functions.

LeadSpace enriched existing and inbound leads with 80+ fields of information. This rich information enabled Spigit to quickly understand and filter leads. With LeadSpace enrichment in place to identify highly qualified leads, Spigit's lead conversion (measured in terms of lead to sales-accepted-lead) increased 2x.



## CASE STUDY SUMMARY

### Challenges

- Too many unqualified leads
- Inefficient lead routing
- Low conversion rate
- Slow conversion velocity

### LeadSpace Solutions Used

- Account & Persona Based Marketing
- Data Enrichment
- Lead-to-Account Matching

### Results

- 100% increase in lead conversion (Inbound to SAL)
- 54% decrease in time to convert (conversion velocity)

"We are no longer judged by the quantity of leads but the quality of leads," says Neil Schulman - Sales Operations Manager at Spigit. "It is important that I send my sales team the best quality leads possible."

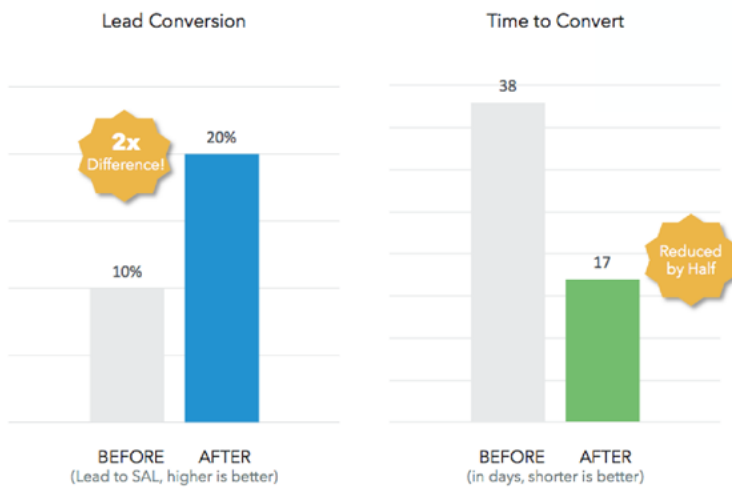
For lead-to-account matching, Leadspace enriched and matched all existing and inbound leads to their proper accounts down to the site level. After Leadspace lead-to-account matching was implemented, the time to convert was cut in half.

"Correct lead-to-account matching saves our sales reps a lot of time and improves our overall sales efficiency," continues Schulman.

*"Leadspace solved our sales engagement challenges at Spigit. Lead routing is more efficient and I am able to show real conversion improvement."*

- Neil Schulman  
Sales Operations Manager at  
Spigit

## RESULTS



With Leadspace enrichment and lead-to-account matching, Spigit increased lead conversion and conversion velocity. Spigit Sales Development Representatives doubled their lead conversion percentage. Meanwhile, the team more than halved the time it took to convert leads - going from 37 days to 17 days.

To learn more about Spigit, visit [www.spigit.com](http://www.spigit.com).

## ABOUT LEADSPACE

Leadspace is the only end-to-end predictive analytics platform built from the individual up, leading to real actionability and dramatic improvements in B2B sales & marketing effectiveness. The Leadspace platform combines extensive social, web, intent, and structured data to find and score in real time both companies and individuals who have the greatest intent to buy. Leadspace is trusted by over 100 of the leading B2B brands such as Oracle, Autodesk, Bloomreach and Five9. The company is based in San Francisco and Tel Aviv and backed by Battery Ventures, JVP and Vertex.

For a demo or to learn more, visit [leadspace.com](http://leadspace.com).