



INDUSTRY:
TECHNOLOGY

CHALLENGE:
Our client's sales and marketing teams wanted a better way to generate quality data lists that would result in higher conversion rates.

SOLUTION:
DMS CAPTURE



I'm a lead generation guy," said Michael. "ROI is, 'How much work do I have to do to get X number of leads?' Capture really cuts that time in half and allows me to spend time on other things I need to get done.



* Given the sensitivity of our client's field of work, we have agreed to not use their name in any publications.

THE BUSINESS CHALLENGE:

Our client's sales and marketing teams wanted a better way to generate quality data lists that would result in higher conversion rates. They deemed static data lists from large data providers to be ineffective, as the lists were often shared amongst competitors, resulting in one decision maker receiving up to 100 emails a day for similar solutions. This provider wanted to be able to find the right people for their security assessments, at the right time.

THE SOLUTION:

Under Michael's direction, our client capitalized on lead generation with DMS Capture and reduced time spent researching leads and eliminated counter-productive sales practices. Our client transformed the overall productivity among sales reps by 70%. DMS Capture is an industry-leading prospecting tool capable of generating, researching and exporting 1,000+ leads in minutes. Capture users can obtain thousands of leads from the web using RingLead's crawlers, and then enrich those leads for mindful nurturing using RingLead's proprietary data aggregation technology. Enriched leads mobilize sales and marketing strategies instantly, while intelligent integrations with CRMs and CSV files allow for an all around easier work flow.

With the click of one button, valuable data points like direct dials, validated email addresses and social profile links are appended.

Our client purchased five Capture seats to transform their business strategy. DMS Capture was extremely effective in building enriched data lists with verified emails that resulted in higher conversion rates. The goal was to have our client's reps work smarter and capture more leads, in less time.

THE RESULTS:

By deploying DMS Capture, our client was able to capture the same amount of leads in 1/3 of the time.

"We're able to find the right prospects now," said Michael. "I'm getting in touch with people who aren't receiving 100 prospecting emails a day."

OUR CLIENT ALSO OBSERVED:

- 40% increase in lead generation
- Streamlined workflow resulting in increased productivity
- Increased ability to connect with prospects at the right time
- Higher overall response rate