



# CASE STUDY

FOR ACQUISIO,  
SUPERIOR LEAD  
NURTURING BOOSTS  
OPPORTUNITIES AND  
REDUCES COST BY  
OVER 50%



**Mediative**  
THE RESULTS PEOPLE™

**acquisio** 

## Executive Summary

The numbers are eloquent. By harnessing Mediative's lead management, nurturing and capture solutions, technology provider Acquisio increased their sales pipeline by 50%, reduced cost by 50% and cut marketing execution time by 90% — numbers that really added up for the company's bottom line.

## ABOUT ACQUISIO

Acquisio is the leading Performance Media Platform for buying, tracking and optimizing media across all search, display and social networks. The SaaS technology company spends a large portion of its marketing budget on lead generation activities such as white paper and webcast sponsorship with industry-leading publishers, search marketing campaigns and trade shows.

## THE CHALLENGE

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*... many opportunities were lost because of the lack of follow-up.*

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*Before working with Mediative, Acquisio would send every lead generated by the marketing team to the sales team. Unfortunately, that created a lot of noise for the company's sales reps and made it difficult for them to identify and respond properly to the best leads. In addition, many opportunities were lost because of the lack of follow-up.*

*What's more, due to small size of its marketing team, lead processing would take anywhere from a few days to a couple of weeks, depending on the source, before being handed off to sales. The result was lost momentum with valuable leads.*

## SOLUTIONS

After carrying out a full assessment of the situation, Acquisio's existing database and the tools in place, Mediative recommended:

- creating and documenting a complete lead management process;
- designing and implementing a lead-scoring model and nurturing program;
- automating and templating the lead capture process.

Among other features, the lead management process included

triage, qualification and hand-off from marketing to sales processes maps, leveraging leads statuses like prospects, leads and opportunities, and coming up with a precise definition of a lead that both sales and marketing executives could agree on.

To help sales reps target the best leads, Mediative designed and implemented a lead-scoring model and a lead-nurturing program. Based on demographics and intent to buy, its lead scoring solution enabled the most promising leads to bubble to the top of the list. The lead-nurturing

program, for its part, helped Acquisio build a positive relationship with leads from the get-go by sending them relevant content and cultivating their interest until they became sales-ready.

Lastly, by selecting the right tool for Acquisio and templating most of the work, Mediative was able to almost completely automate the process of importing leads from sponsored white papers or webcasts and trade shows.

Mediative selected Marketo lead management platform.



# THE RESULTS

*... sales reps were able to spend more time on selling than qualifying.*

Through the nurturing program, Acquisio was able to cultivate prospects and generate new opportunities that historically had not been followed up by sales. In fact, the nurturing program led to an increase of over 50% in the total value of opportunities generated (see chart below).

The nurturing program also increased leads' interest and knowledge in Acquisio's offerings, resulting in improved overall lead quality for leads handed off to the sales reps. Sales reps reported

that conversations with leads were higher-level and more productive. "I regularly have sales reps coming to my office to thank me for the emails we sent," says Marc Poirier, Acquisio Cofounder & CMO. "They give me real examples where leads opened up new opportunities. And the beauty of it is that the entire process is automated!"

By being assigned only leads that were sales-ready and starting with more knowledgeable conversations, sales reps were able to spend

more time on selling than qualifying. In fact, they were able to cut qualifying time by 50%, giving them an extra day to engage new sales-ready leads or work on other opportunities. All in all, Acquisio was able to reduce lead qualification cost by 50%.

Lastly, by automating the lead capture process for sponsored white papers and formalizing and automating the lead upload process for sponsored webcasts, Acquisio cut the time between lead generation and initial contact by more than 90%.



Increase in Value of Opportunities Attributable to Nurturing

NB: Acquisio completed implementation of Mediative's lead nurturing and management solutions in April 2010. July 2010 was devoted to testing and optimization.

“Mediative proved that they are the results people. An increase of 50% in pipeline and a decrease of 50% of cost while cutting our marketing operation time by 90%, now that’s something to get excited about!”

Marc Poirier, Cofounder & CMO, Acquisio

**QUESTIONS?  
ASK ONE OF MEDIATIVE’S DIGITAL  
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