



VSynergize' HQL Campaign boosts ARR by \$750k for IT SaaS Company

The Client is a US-based leading provider of AI-powered selling and pricing solutions optimized for the digital economy that enables companies to price, configure, and sell products and services in an omnichannel environment with speed, precision, and consistency. The company primarily targets enterprise-level businesses throughout Southeast Asia and North America.

CHALLENGE

The Client's primary concern was ensuring the Marketing budget was allocated to channels that were guaranteed to produce viable in-market leads.

With a sales cycle that can take more than six months to complete, the company believes its in-house sales team is best put to use nurturing and following up qualified opportunities instead of doing cold outreach.

Ultimately, the client needed a partner that understood their business (SaaS), audience (decision-makers in their niche), technographic filters, and CPL requirements.

VSynergize shared the same goals with the client of generating qualified leads and holding ourselves to a high standard.

SOLUTION

The client was looking to expand its offerings into new markets via an HQL program to generate top-of-funnel leads in targeted geographies - North America and Southeast Asia

Vsynergize set up a 6 month HQL program for the client using Email Marketing with custom questions related to current solutions used and pain points faced.

Expansive filtering capabilities and intent-activity data layering empowered the client to better forecast lead generation budgets while maintaining a consistent stream of quality leads into its marketing funnel.

RESULT

VSynergize was able to demonstrate how large our audience penetration was and how we would accurately manage the client's HQL goals while maintaining budget flexibility.

VSynergize provided the client guaranteed lead volumes on a weekly basis that were timely-paced, verified, and passed through a stringent quality process.

The client was impressed with our approach of optimizing campaigns to ensure the right demand generation leads are delivered that result in an increase of conversions.

Among many successes, the program resulted in a 51% HQL to SAL conversion rate, the highest of the client's marketing channels.

“VSynergize has made a considerable impact in our top-of-funnel qualified lead delivery, providing a reliable and significant amount of leads based on intent data, industry focus, and specific job titles within our target accounts. The campaigns made the conversion rate to accepted qualified leads by our sales reps greater than with other programs or other providers. We have expanded our partnership further to provide an ongoing amount of leads on a monthly basis.”

- Demand Generation Head