ENTERPRISE SOFTWARE COMPANY FINDS 4,800 PROSPECTS WHO'VE USED THEIR PRODUCT IN THE PAST

AT A GLANCE

CHALLENGES

- Finding past users was consuming 10-15% of sales reps time
- Internal and external sales data was stale
- No scalable way to get reliable and up to date lead intelligence that's personalized to their company

BENEFITS

- 4,800 past product users found
- 65% reduction in time spent researching leads
- Increased engagement, strengthened relationships, and more opportunities created

"I found [past users] that I wouldn't have ever necessarily added to salesforce, so we would have never identified them. For example, I can see that one of my upcoming meetings has 17 [past users].

This will make for a great topic of conversation during that first meeting, especially when companies are fearful about gaining adoption or 'ease of use"

-SMB Sales Rep

INTRODUCTION

B2B selling has shifted almost entirely over to the virtual world making it especially difficult for sales reps to craft an outreach message that breaks through the noise. This enterprise software sales organization discovered that prioritizing accounts with people who've used their product in the past lead to 35% more meetings booked and 5x the engagement.

CHALLENGES

Manually searching for and finding prospects who already had a relationship with this company was consuming 10-15% of their sales rep's time. There wasn't a way for them to automate this research effort, forcing salespeople to spend 4-6 hours per week searching networking sites like LinkedIn and cross-referencing that information with their internal customer records.

On top of that prospects were moving jobs at an accelerated rate, making it difficult to rely on both internal and external sales data. After researching prospects sales reps were finding that the lead was no longer at the account assigned to them.

SOLUTION

This Enterprise software company decided to integrate their CRM into Pidgi's platform. Once integrated, all a sales rep needed to do was select an account and the titles they wanted to research and Pidgi would do the rest of the work for them.

Once an account was selected Pidgi kicked off a real-time researching work-stream, gathered intel across the web and combined it with the company's internal data to derive insights personalized to the company. Once finished, Pidgi delivered data in its simple-to-use UI for sales reps to view.

RESULTS

4,800 Previous Users Found

Pidgi was able to find 4,800 prospects who had already used or purchased the company's products in the past and provided additional data points around product usage length and gap.

Increased Engagement

The data Pidgi supplied allowed Sales Reps to personalize their outreach, strengthen existing relationships, and open more opportunities.

More Time Spent Selling

Using Pidgi, Sales Reps reduced their overall researching time by 65%, allowing them to focus more of their time on core selling activities and less on lead research.