

How the Segment sales team saves 15 man hours each week with Clearbit Enrichment

" Clearbit's company, geo, and demographic intel enables our sales team to function at maximum capacity. I don't know what we'd do without them. "



Ilya Volodarsky
Co-founder

" Integrating Clearbit was the biggest impact investment of anything we've done to date. "



Guillaume Cabane
VP of Growth



Segment is a software company based in San Francisco, California. The company is a platform for collecting customer data and sending it to analytics, marketing, and data warehousing services. Segment provides an API that collects and routes customer data to over 160 different tools and database services.

Industry: **Analytics and data infrastructure** Use Case: **Increase sales rep efficiency**

Results: **Saved 15 man hours each week across the sales org**

The Challenge

Segment is in the enviable position of having a large and steady flow of inbound leads. With only so many hours in the day, they needed a way to segment and prioritize leads to focus on those that have a high chance of closing on an enterprise tier. They were also looking to save their Sales team additional research time which could be spent with prospects. The challenge was that each signup came through with just a email address and name. Reps were taking up to five minutes per lead to research and determine if each lead was qualified.

Lead Detail Edit Delete Convert Clone Find Duplicates




Lead Owner Andrew O'neal [\[Change\]](#)

Name	Andrew Oneal	Lead Status	New
Company	Clearbit	Email	andrew@clearbit.com
Title		Rating	
Phone	<input type="text"/>		
No. of Employees			
Industry			

In order to decide if this lead is worth reaching out to, Segment reps would start Googling and slowly copy and paste the revlevant information into Salesforce.

The Solution

Segment installed the Clearbit Salesforce integration with just a few clicks to immediately start pulling information on every new lead directly into Salesforce. They took it a step further by using Salesforce formulas to look not just at title, but also social bios and identify user's departments and seniority.

Lead Detail		Edit	Delete	Convert	Clone	Find Duplicates
Lead Owner	 Andrew O'neal [Change]	Clearbit Social Bar			PERSON	 COMPANY
Name	Andrew Oneal	Lead Status	New			
Company	Clearbit	Email	andrew@clearbit.com			
Title	Head of Growth	Rating				
Phone	+1 408-656-3604	Clearbit Ready	<input checked="" type="checkbox"/>			
No. of Employees	11	Alexa Rank	54,088			
Industry	Internet Software & Services	Clearbit	Lead - andrew@clearbit.com			
Clearbit_Tech	google_analytics, segment, typekit_by_adobe, perfect_audience, adroll, mixpanel, aws_route_53, aws_ec2, mailgun, google_apps, customer_io					
Clearbit_IndustryTags	SAAS, B2B, Information Technology & Services					
Lead Score	57.14%					

Now as soon as a record is created in Salesforce, the lead is populated with a full profile of demographic and firmographic data. Job title, phone number, location, industry, and employee count are all now immediately to hand. No more copy and pasting from web searches. Segment was even able to feed this data into their lead scoring system to automatically filter out lower quality leads.

The Result

Their sales team now saves hours each week in research time. They have a full set of social accounts to click on for each lead, and can instantly uncover their prospect's company size, funding, location, and even technologies used. They use this data to qualify and route leads automatically, and even feed it into other 3rd party predictive services for more accurate models and higher close rates (they even wrote this blog post on the subject).

<https://segment.com/blog/make-data-actionable-in-salesforce/>