

LeadGnome Case Study Reveals Host Analytics Increased Lead Quality By 80%

A new case study reveals how Host Analytics leveraged the LeadGnome platform, significantly increasing both the quality and quantity of their leads.

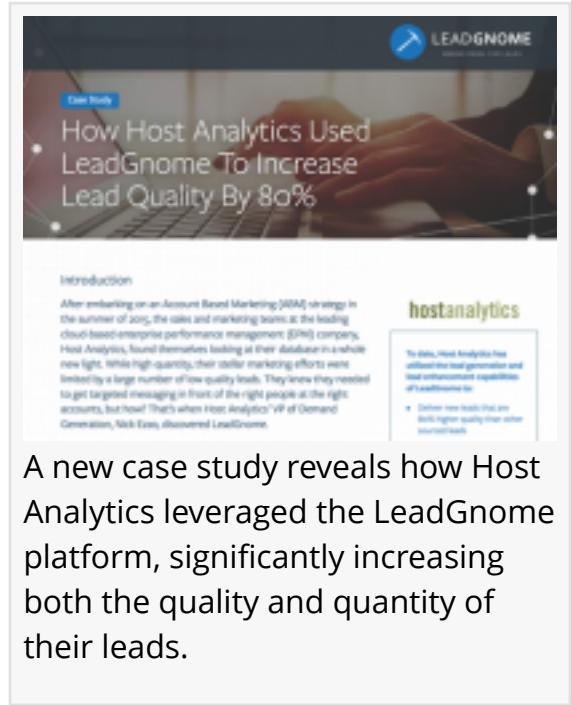
BOSTON, MA, USA, August 2, 2016 /EINPresswire.com/ -- LeadGnome, Inc., the category-defining Account Based Intelligence (ABI) web service company, recently published a [case study](#) showcasing how Host Analytics, the leader in cloud-based enterprise performance management (EPM), used LeadGnome's platform to mine email replies for actionable intelligence -- increasing lead quality by 80%, enhancing existing leads, and growing their database by 15% (even after a large cleansing project).

The LeadGnome platform analyzes campaign reply emails, automatically identifying key bits of information and changes within accounts, called [trigger events](#) (such as leads changing position, leaving the company or being out of the office). Host Analytics began using the LeadGnome account based intelligence web service in March of 2015, after implementing an Account Based Marketing strategy and researching ways to increase the quality of their leads.

The first step involved having the Host Analytics Sales Team identify their top 100 accounts -- with a goal of achieving more coverage in each key account. According to Gartner, an average of 7 people are now involved in B2B buying decisions. Nick Ezzo, VP Demand Generation for Host Analytics, set a goal to have 80% or more of their top 100 accounts have at least 3-5 contacts.

Prior to implementing LeadGnome, Host Analytics had no shortage of leads, but they were low in quality. Using Infer to rate their leads, approximately 50% of all leads were rated D (the lowest score). A staggering 60% of all website (inbound) leads were rated D. Typically, only 10% of their leads were rated as an A lead.

"With just two campaigns per month, LeadGnome adds an average of 36% more leads to our customer's database by mining email replies for valuable Account Based Intelligence. These



The screenshot shows a case study page for LeadGnome. The title is "How Host Analytics Used LeadGnome To Increase Lead Quality By 80%". Below the title is an introduction: "After embarking on an Account Based Marketing (ABM) strategy in the summer of 2015, the sales and marketing teams at the leading cloud-based enterprise performance management (EPM) company, Host Analytics, found themselves looking at their database in a whole new light, while high-quality, their stellar marketing efforts were limited by a large number of low quality leads. They knew they needed to get targeted messaging in front of the right people at the right accounts, but how? That's where Host Analytics' VP of Demand Generation, Nick Ezzo, discovered LeadGnome." To the right of the introduction is a sidebar with the "hostanalytics" logo and a list of benefits: "To date, Host Analytics has utilized the lead generation and lead enhancement capabilities of LeadGnome to: • Deliver new leads that are 60% higher quality than other sources" and a small image of a hand pointing at a screen.

aren't just any leads, but those within key accounts - the decision makers and influencers. And, account based intelligence fills in critical information that may be missing from existing leads -- keeping databases clean and updated in real-time," said Matt Benati, CEO and Co-Founder of LeadGnome (<http://www.leadgnome.com/>).

LeadGnome's ability to identify and mine Account Based Intelligence from campaign email replies resulted in a significant increase in the quality of leads added to Host Analytics' database. In addition, existing leads were enhanced throughout key accounts.

- * Only 10% of LeadGnome leads were Ds (this represents an 80% quality improvement)
- * More than 10% of leads were considered to be A leads
- * An incredible 43% were B quality

But even more importantly, all of these new leads were in their top 100 target accounts - and therefore extremely relevant to the sales team.

"This gave our sales team confidence in the marketing team's ability to produce qualified leads -- further aligning the two teams. As we expanded into those key accounts and reached more leads with personalized messaging, we were in a better position to close deals," said Ezzo.

"LeadGnome complemented our recent database cleansing project by enhancing many of our existing leads with fresh, high-quality information. While we also purged many bad records during this project, LeadGnome generated a substantial number of new contacts and to date we've grown our database by 15% with high-scoring, viable leads. I'm confident moving forward, LeadGnome will help us maintain database integrity, slow decay and ensure that we're only working with the most up-to-date leads," Ezzo continued.

"Campaign reply emails are often discarded or ignored because it takes too much effort to manually track and mine them for information. So many companies have all of that potential just sitting in their inboxes! It's exciting to work with a company like Host Analytics and see firsthand how quickly LeadGnome can impact sales and marketing alignment, lead quality and pipeline growth," said Benati

To learn more about LeadGnome's capabilities leveraging Account Based Intelligence, [download this free eBook](#): Account Based Intelligence: The Essential Guide For Account Based Marketing Success.

About LeadGnome, Inc.

LeadGnome, the category-defining Account Based Intelligence web service company, mines emails to generate new contacts, enhances and maintains existing leads, and delivers actionable intelligence that fuels sales acceleration. Named an Essential Data Intelligence Marketing Tool by Integrate and Heinz Marketing, and a Top Sales and a Top Marketing Tool by Smart Selling Tools,

LeadGnome empowers sales and marketing teams to uncover trigger events, increase connect rates, identify decision makers and influencers, and expand pipeline within new and existing accounts.

Learn more at www.leadgnome.com.

About Host Analytics

Host Analytics is the leader in cloud-based enterprise performance management (EPM), offering a suite of financial applications for modeling, planning, consolidation, reporting, and analytics. World-class companies like NEC, Burlington Coat Factory, and Jazz Pharmaceuticals trust Host Analytics to power their strategic financial processes. Host Analytics is a fast-growing, private company backed by leading venture capitalists and is headquartered in Silicon Valley with customers in over 90 countries.

For more information about Host Analytics, please visit www.hostanalytics.com.

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