



Email Mining Service, LeadGnome, Generates 5x Year-Over-Year Growth

The company owes the achievement to the success of its customers, who have experienced significant pipeline growth using the artificial intelligence solution.

BOSTON, MA, UNITED STATES, May 3, 2017 /EINPresswire.com/ -- [LeadGnome](#), a web-based service that automatically mines campaign reply emails for Account Based Intelligence (ABI), announced a five-fold increase in annual recurring revenue (ARR) from 2015 to 2016.

The growth is due largely in part to the increased use of automation within the martech sector, as mature marketers leverage new and combined data sets, use artificial intelligence to add value to traditional marketing automation, and gain insight and timing advantages over the competition.

As more marketers turn to automation for smarter marketing, mining emails is the natural next step toward gaining lead and account insight. The actionable intelligence found in reply emails delivers 24 - 36 percent new contacts annually, append and cleanse databases continuously, and uncover sales trigger events that grow pipeline.

One LeadGnome customer, [DoubleDutch](#), successfully generated \$30 million of pipeline in 6 months. LeadGnome mined replies to expand into key accounts and deliver relevant, account-specific, sales-quality leads to sales.

"As marketers we recognize the account-specific data trapped in reply emails. We also recognize the many challenges with mining this information. But LeadGnome makes this effortless and delivers outstanding results," said Matt Benati, CEO & Co-founder of LeadGnome. "Our exponential growth is directly linked to our customers' growth -- I am proud of our positive impact."

LeadGnome works by automatically mining campaign reply emails - such as Out Of Office, Left The Company, Change Of Email, and Unsubscribe - for new and updated data not currently in an organization's database. The service is a beneficial addition to all marketing models, as it helps inbound marketers identify additional contact information for their leads, while outbound and account-based marketers can more easily map accounts and expand their reach within target accounts.

Because LeadGnome integrates with HubSpot, Marketo, Salesforce and other popular CRM and marketing automation platforms, results synchronize automatically and native workflows execute appropriate business processes to increase insight and sales velocity.

"LeadGnome paves the last mile of marketing automation by enabling sales and marketing teams to leverage an untapped source of data, reply emails. Our customers don't have to learn any new platforms when they launch LeadGnome. Instead they use native workflows to automate their business processes. The results are impressive," concluded Benati.

Summer is a great time to start mining campaign reply emails due to more people being out of the office, moving and changing jobs. Quickly learn how to mine emails to grow pipeline, increase sales velocity, stem database decay, minimize data entry, and protect revenue and

brand, by downloading the Transformative [B2B Demand Generation eBook](#) from LeadGnome.

About LeadGnome: LeadGnome, the category-defining Account Based Intelligence web service company, mines emails to generate new contacts, append and cleanse existing leads, and provide 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 expand pipeline within new and existing accounts by uncovering trigger events, increasing connect rates, and identifying decision makers and influencers. LeadGnome is Privacy Shield certified by the U.S. Department of Commerce and the Better Business Bureau. Learn more at www.leadgnome.com.

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