

QuickMobile By Cvent Mines Email Replies To Enhance More Than 75 Percent Of Existing Leads

A new case study reveals how QuickMobile by Cvent leveraged LeadGnome's reply email mining service to update existing leads and generate new leads at a low CPL.

BOSTON, MA, UNITED STATES, August 23, 2018 /EINPresswire.com/ -- [LeadGnome](#), Inc., the category-defining reply email mining web service, recently published a [case study](#) showing how [QuickMobile by Cvent](#), a leading provider of mobile event apps for meetings and conferences, used LeadGnome to update 192,468 existing leads and generate 48,897 new leads with a cost per lead (CPL) of \$0.36.

The LeadGnome platform leverages an organization's existing email marketing strategy to continuously maintain client databases, adding net new contacts and enriching and cleansing existing records. Additionally, LeadGnome identifies timely trigger events - changes within an account - that represent actionable sales opportunities, helping organizations penetrate target accounts, increase revenue, and secure renewals.

Since the implementation of LeadGnome's services in January 2017, QuickMobile by Cvent has

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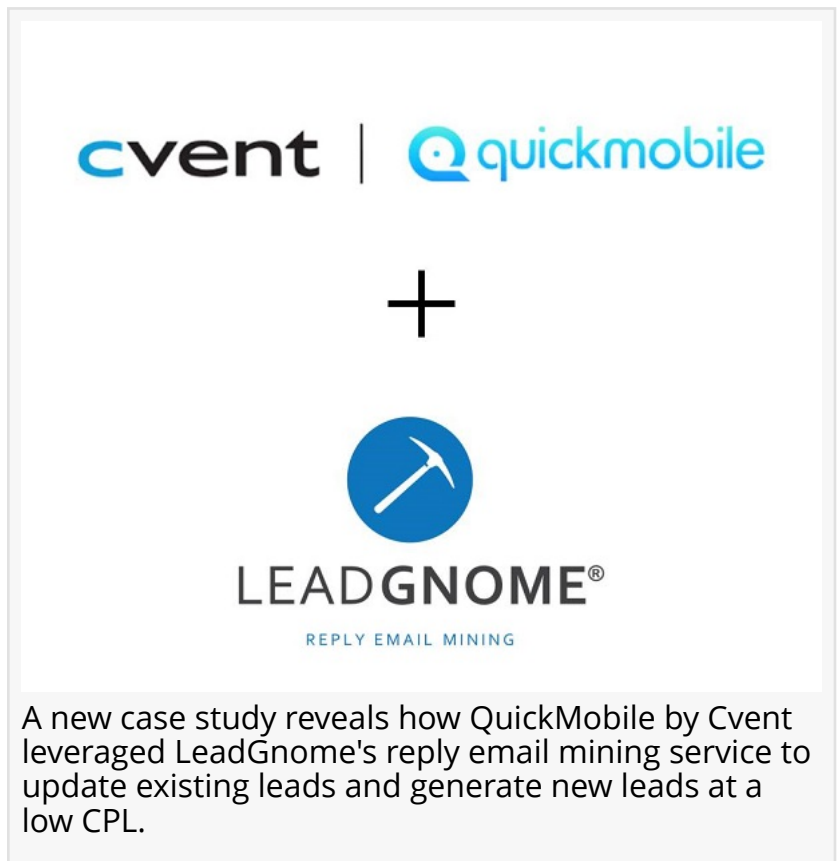
We rely on LeadGnome to provide reliable data, prevent data decay, and uncover new intelligence about our leads.”

Emily Dick

seen improvement in both database health and growth. LeadGnome's ability to identify and mine Account Based Intelligence from campaign email replies cleansed and enhanced existing contacts in QuickMobile by Cvent's database. Records were updated with current contact information and fresh data, such as cell phone numbers and titles. In addition, new contacts were found as a result of alternate and replacement contacts mined from standard auto-responses such as Out-Of-Office and Left-The-Company.

Key statistics since implementation:

- 192,468 existing leads were updated, which is more than 75% of QuickMobile's database



The graphic features the Cvent and QuickMobile logos at the top, separated by a vertical line. Below them is a large plus sign. Under the plus sign is the LeadGnome logo, which consists of a blue circle containing a white pickaxe icon. Below the logo is the text "LEADGNOME®" in bold, and underneath that, in smaller blue letters, "REPLY EMAIL MINING". At the bottom of the graphic, a text box contains the following text: "A new case study reveals how QuickMobile by Cvent leveraged LeadGnome's reply email mining service to update existing leads and generate new leads at a low CPL."

- 48,897 new contacts were added within target accounts with a CPL of \$0.36

Prior to implementing LeadGnome, QuickMobile by Cvent's manual data entry process for updating records was cumbersome. They needed a time-saving solution that allowed reallocation of human resources to new business initiatives. QuickMobile by Cvent also wanted a reliable data source to continually enrich and cleanse existing records, since complete and accurate customer information is critical to current and future business objectives.

"The elimination of tedious manual data entry processes has given us back valuable time. We rely on LeadGnome to provide reliable data, prevent data decay, and uncover new intelligence about our leads. The data mined greatly improves the productivity of our marketing operations and business development teams," said Emily Dick, former Director of Marketing at QuickMobile prior to Cvent acquisition.

About LeadGnome, Inc.: LeadGnome, the category-defining Reply Email Mining web service, analyzes emails to generate new contacts, appends and cleanses existing leads, and provides 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.

About QuickMobile by Cvent: QuickMobile by Cvent is a leading provider of mobile event apps for meetings and conferences. We work with event and meeting professionals to develop fully-branded event apps that keep conversations and attendee participation going long after the closing remarks. We are passionate about the Incentive Industry and help event companies and event managers leverage mobile to help drive increased engagement in their incentive programs. In one simple mobile solution, QuickMobile by Cvent's event apps connect attendees, distribute and manage multilingual content, promote your brand, integrate with all social platforms, and gather real-time audience and participation data. Cvent is a market leader in meetings, events and hospitality technology, partnering with some of the most recognized organizations in the world. Learn more at www.quickmobile.com.

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