



Data Integrated Lead Generation Increases ROI

Background

A global provider of high-def video conferencing and mobile video products was unable to accurately forecast and unify sales and marketing data from its three vertical markets: (1) commercial; (2) federal; and (3) state and local government, education and medical.

Challenge

The absence of a comprehensive data-integrated solution that linked all three disparate databases prevented the company from identifying, qualifying and responding to any inbound inquiries/leads in a timely manner. The company's existing process of collecting and consolidating data was performed manually, which:

- Impacted the ability to produce clear-cut reporting on its transaction data
- Utilized vital resources and precious time needed to engage in actual sales
- Aged the data by the time it was produced

Because of these inefficiencies, the company suffered roadblocks in making accurate, critical business decisions on qualified leads, which resulted in greater losses on existing and new business opportunities.

Solution

Harland Clarke Marketing Services worked with the client to introduce a closed-loop feedback process that enabled real-time visibility into the status of its sales leads, as well as segmentation data on those leads.

Over a 15-month period, the initial lead management process was meticulously reviewed, and Harland Clarke Marketing Services proposed a solution that captured the data from all three vertical markets. After a successful interface alignment with the client's marketing automation and campaign management programs (SalesForce and Eloqua, respectively), a combined inbound/outbound tele-qualification program was established. This enabled the team to support the lead generation qualification and nurturing activities of routing the qualified leads to the correct vertical and account/sales executive.

Results

By developing a single-source online lead response system that engaged a closed-loop process, the client is now able to accurately identify, qualify and react to all inbound inquiries. The system automatically classifies the responses by industry, existing customer or new prospect, and by the inquiry source within an acceptable time frame that supports each vertical's sales objectives.

With this comprehensive data-integrated solution, the client can provide its marketing and sales teams with visibility into the status of its sales leads with complete, qualified lead information — all with a high degree of confidence. This solution also allows our client to use just-in-time reporting to forecast and measure its return on investment. Over a 14-month period, this successful data-driven implementation has:

- Created 2,411 marketing qualified leads
- Increased the conversion rate 5% over the industry average
- Produced 497 new sales qualified prospect leads
- Generated 80 new sales wins
- Closed \$2,331,662 in new sales revenue (an increase of more than \$300,000 over the industry standard)
- Created a return on marketing investment of approximately \$5 for every \$1 invested

The chart below provides a comparison on ROI investment between industry standards and the results of the Harland Clarke Marketing Services lead generation program.



	Industry	Client
Initial Program Cost	\$475,155	\$475,155
Lead Generation Records	26,844	26,844
Estimated A/B Conversion Rate	4%	9%
Qualified Marketing Leads	1,102	2,411
New Sales Qualified Prospect Leads	325	497
Closed Sales Wins	72	80
Closed Sales Revenue	\$2,090,905	\$2,331,662
Return on Marketing Investment	\$4.40	\$4.91

Many variables impact marketing campaign success. Information on earnings or percentage increases that is contained within this case study is provided for demonstrative purposes only. Harland Clarke does not guarantee or warrant earnings or a particular level of success with a campaign.