

Gainsight

Gainsight Increases Inquiry-to-Opportunity Rate by 3X



Gainsight is a leading provider of customer success solutions.

After establishing themselves in the forefront of a growing market opportunity, it was time to accelerate revenue and take the lead. Increasing sales and marketing productivity was their next big challenge.



RESULTS USING INSIDEVIEW

Inquiry to Opportunity Rate Increased by 300%

Leads per Quarter Increased by 544%

Wins from Marketing-Sourced Leads Increased by 100%

“InsideView helped us scale our marketing efforts and meet our revenue goals.”

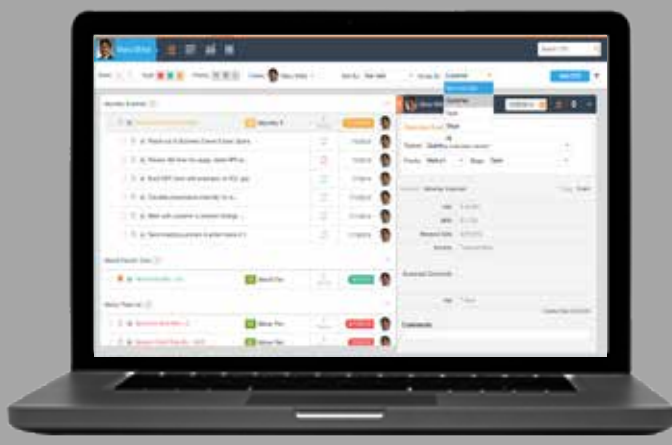
-Lauren Olerich
Sr. Manager, Lead Generation | Gainsight

GAINSIGHT'S MARKETING CHALLENGES

- Key account planning and strategy was slowed by lack of reliable company data and demographics
- Lead delivery was slow due to an inaccurate marketing database
- Needed more complete data to develop a vertical marketing strategy

9X MORE WINS WITH CRM INTELLIGENCE

With a wave of momentum behind them and a new marketing strategy, Gainsight focused their efforts on finding the best way to reach prospects and customers. Using Insideview for Marketing™ and InsideView for Sales™ together to identify and target leads, the Gainsight team saw 9x as many marketing-sourced leads convert from sales opportunities to wins.



InsideView as the Source of Truth

Before InsideView, inconsistent and inaccurate data made it difficult to accurately score and route leads efficiently. Leads were taking too long to get into the hands of sales, and frequently in poor quality, leading to low sales productivity.

The marketing team chose InsideView Enrich™ (which is integrated with

Marketo) to automatically enrich their leads with consistent, complete data for immediate and accurate lead scoring and routing. As a result, quality leads are passed to sales faster for increased productivity.

“InsideView helped us scale our marketing efforts and meet our revenue goals,” says Lauren Olerich, Gainsight's Sr. Manager of Lead Generation. Wins from marketing-sourced leads doubled.

InsideView's Industry Breakdown Drives Gainsight's Marketing Strategy

Accessing company data in InsideView has been pivotal in Gainsight's vertical marketing strategy. InsideView's industry data enables Gainsight to easily segment

and target its customers with tailored messages based on their vertical industry, size, and location.

Gainsight's marketing team took InsideView's industries a step further by building out LUMAscapes that mapped each vertical to a set of specific marketing content pieces. With personalization at the helm, Gainsight's marketing team identified companies, job titles, and contacts in each vertical to drive their personalized marketing campaign.

With highly targeted lists in use, the number of marketing-sourced leads that led to sales opportunities tripled.

GAINSIGHT HAS GROWN 560% IN ONE YEAR

Gainsight isn't just another startup, but it began that way. Now its a high-growth, solution-oriented SaaS company.

CUSTOMER SINCE 2012

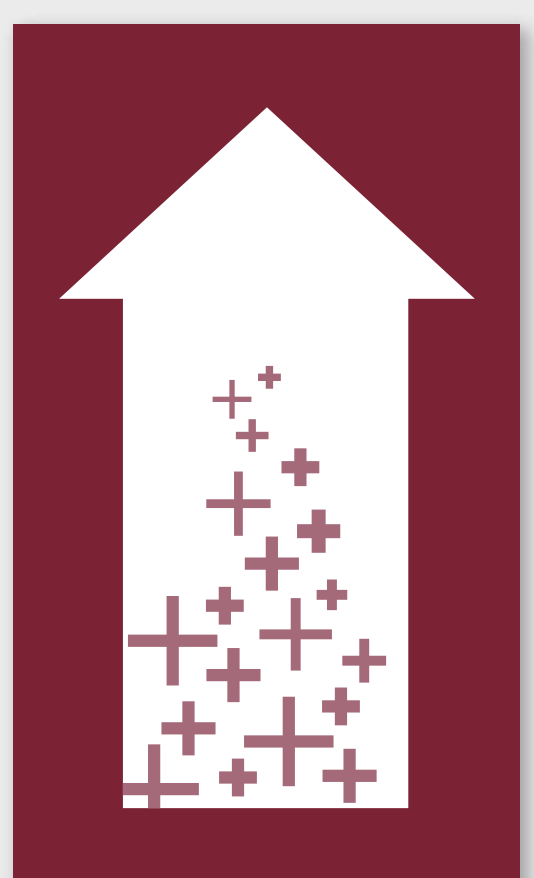


#63

on Forbes' America's Most Promising Companies list

REDUCES

customer churn, magnifies up-sell and cross-sell opportunities, supports customer success



560%

YoY growth in 2013

OFFERS
customer success solutions for CRM users



Automates the **BACK-TO-HEALTH** PROCESS
(converting at-risk customers to healthy customers)