



BLACK & VEATCH

Black & Veatch Engineered Sales and Marketing Success on a Foundation of InsideView Intelligence

For 100 years Black & Veatch has been building a world of difference by delivering innovative infrastructure solutions in Energy, Water, Telecommunications, and Government Services. Projects in these areas are enormous in both scope and scale, leading to extensive sales cycles and complex proposals. To keep deals on track, it's critical that teams stay informed on client and competitor movements through InsideView's insightful market intelligence.



RESULTS USING INSIDEVIEW

With InsideView, Black & Veatch found richer and more complete company and contact data throughout their CRM and marketing automation systems. Marketing easily increases campaign ROIs, with one strategic campaign realizing a response rate boost of 15% even with a lower budget. In sales, reps save time on research by having quick access to data and insights directly within their CRM system.

“InsideView brings together all the valuable sales and marketing data across the internet so that Black & Veatch can remain focused on winning business throughout the funnel.”

-Tim Thorpe

Director of Digital Content | Black & Veatch

BLACK & VEATCH'S SALES AND MARKETING CHALLENGES

- Needed to boost CRM usage across the company's entire global presence
- Sales reps missed insights into in the constantly-evolving world of clients and markets
- Marketing data lacked richness, limiting the effectiveness of their targeted campaigns, including a strategic annual market research survey

BLACK & VEATCH BUILDS REVENUE THROUGHOUT THE FUNNEL WITH ACTIONABLE MARKET INTELLIGENCE

CUSTOMER SINCE 2011

Sales obtains critical, deal-impacting insights directly within CRM

Black & Veatch began their relationship with InsideView in 2011, during their rollout of Microsoft Dynamics CRM. They sought ways to encourage fast adoption, and InsideView's market intelligence fit well with their typically complex sales cycles that often lasted a year or more. Deals of this nature makes it critical for teams to stay up-to-date on client and market events that could potentially impact projects.

Black & Veatch leaned on InsideView to provide sales reps with actionable insights on organizations, clients, and markets, all while reducing the burden of research.

“Integrating InsideView within our CRM was very easy, even for an enterprise environment like Black & Veatch,” commented Leslie Guffey, senior analyst for Black & Veatch. “We were installed and working within hours, and training was executed with very strategic support.”

At first glance, sales reps were ecstatic that they could access InsideView market intelligence directly within their CRM company and contact records. InsideView provides critical insights without the need for reps to learn another tool. “InsideView gives back to our sales organization through increased efficiency and time savings,” Guffey added. “They think the product is awesome, and they're glad to have the tool.”

With InsideView's Success Realized For Sales, It Was Now Marketing's Turn

After three successful years of the sales team using InsideView, Black & Veatch saw an opportunity to use the same powerful insights for their marketing team. InsideView partnered with their Global Marketing and Communications Group to deliver rich company and contact information into Black & Veatch's marketing automation system.

InsideView Enrich™ is used to add missing data to both incoming and existing lead data, ensuring completeness and accuracy for campaign targeting.

“Every company faces a data quality conundrum when it comes to marketing,” stated Tim Thorpe, director of digital content for Black & Veatch. “InsideView Enrich™ supplements our existing data quality process to ensure we have more complete records in our databases. It will also help us to verify and update records before we use them in marketing campaigns.”

At Black & Veatch, their annual market survey is a strategic campaign that serves as the foundation for reports and thought-leadership content across four key markets: Electric, Natural Gas, Water, and Smart Infrastructure. Driving high participation is critical to producing content with substantial value, so accurate and relevant targeting leads to higher participation rates and better results.

InsideView Target™ is used to build these accurate and relevant targeted lists based on unique criteria for each market, enabling Black & Veatch to zero in on the best potential leads.

“In the past, we spent quite a bit of money buying lists for our surveys,” said Thorpe. “With those, you really don't know what level of quality to expect. Since using InsideView Target™, we've increased our survey response rate by an average of 15 percent, sometimes even more. What we've found is that we no longer need to buy lists, so not only are we achieving a greater response, but we're generating savings in our marketing budget.”

“The internet has a wealth of valuable information for businesses to succeed in sales and marketing,” Thorpe concluded. “The challenge for most companies is that they don't have the resources to bring that information together in one place and make it easily accessible. InsideView brings together all the valuable sales and marketing data across the internet so that Black & Veatch can remain focused on winning business throughout the funnel.”

OVER
10,000
EMPLOYEES



AND MORE!

1 = 1,000 employees

FOUNDED
IN 1915

OVER 100
OFFICES
WORLDWIDE

with projects in more than
100 countries on six
continents



#128

on Forbes 2014 list of
America's Largest Private
Companies

11th

largest majority
employee-owned
company in the US

\$3B
in annual
revenue