

Zuman Doubles Lead-to-Opportunity Conversion with Leadspace

THE CUSTOMER

Zuman is a complete Human Resources Business Process-as-a-Service (HR BPaaS) partner which offers a comprehensive HR, payroll, benefits administration solution to small and medium-sized business organizations that want to maximize growth and scale effectively. By aligning HR and finance leaders, Zuman amplifies the business value of HR outsourcing by providing its clients with greater control, automated processes, and strategic visibility.

THE PROBLEM

Zuman started off with a familiar problem: they didn't have enough quality data within their marketing automation solution. The solution seemed simple enough: commission a data vendor to provide more quality net-new.

At first, it appeared to work; Zuman's database expanded very rapidly by the tens of thousands. But things soon turned sour. The "leads" provided by their data vendor were overwhelmingly not accurate, and sales soon began complaining bitterly about being deluged with useless contacts.

Now Zuman was actually worse off than before. Not only were they still lacking in quality data - now their databases were polluted with tens of thousands of "unusable garbage contacts" to quote Marketing & Sales Operations Manager Angela Hunter, who was tasked with the unenviable job of cleaning up the mess manually.

Tellingly, after weeding out all the unusable data provided by their vendor, Angela had whittled down Zuman's databases by 75%, only keeping those contacts which were usable!

Zuman needed to enhance their data game - particularly as they were launching a major email campaign in the next quarter.

"In order for marketing to have a tremendous impact on our company's bottom line, and support our number #1 client, our sales team, we needed a more sophisticated data solution which would gain us better results."



CASE STUDY SUMMARY

Challenges

- Not enough sales-qualified leads
- 75% of records in database unusable
- Needed to improve email deliverability rates for upcoming email campaign
- Implementing ABM - needed accurate, targeted account and leads lists

Solution

- Leadspace platform with real-time data enrichment and ABM solutions

Results

- 100% increase in Lead-to-Opportunity conversion rate
- 45% increase in pre-MQL engaged leads
- Significant increase in the deliverability rates of marketing emails
- Successfully implemented ABM campaign

“Nobody else had the match rates Leadspace had, (or) such sophisticated, actionable persona features.”

- Angela Hunter, Marketing & Sales Operations Manager, Zuman

THE SOLUTION

Zuman turned to Leadspace to provide highly accurate and actionable data, based on their ideal customer profile.

“We had actually ID-ed our buyer personas very early on, so we had a good idea of who we wanted to target,” Angela explained. “But the data we were working with previously simply wasn’t matching that persona.”

Leadspace integrated seamlessly into Zuman’s **Salesforce** and **Marketo** platforms. Sales and marketing were armed with **80+ data points per lead** - including highly granular insights such as job function and installed technologies - to inform and help segment their campaigns.

The results were immediate, and tell their own story:

After implementing Leadspace, Zuman saw a **45% increase** in pre-MQL engaged leads.

More significantly still, Zuman **increased their Lead-to-Opportunity Conversion** by 100%. This was in part due to a significant increase in the **deliverability rates** of marketing emails (**from 89.3% to 94.4%**). Using Leadspace, Zuman were getting more net-new leads of a higher quality than ever before.

“This is the kind of customer success story we love to see.” says Marketo Sr. Director of Business Development Mike Stocker. “Marketo is all about driving personalized engagements with people no matter where they are. Our partnership with integrated LaunchPoint™ partner Leadspace delivers the data and intelligence necessary to achieve the kind of engagement that delivers this kind of business results.”

Zuman’s Marketing team echoed that sentiment.

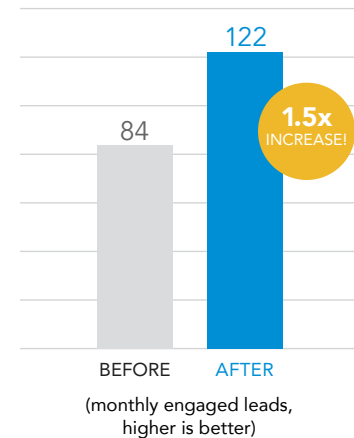
“Nobody else had the match rates Leadspace had, and no one else had such sophisticated, actionable persona features,” said Angela. “Everyone else was, in essence, just giving us a static list.”

“In addition, our sales team consistently receives highly qualified leads with the correct contact details.”

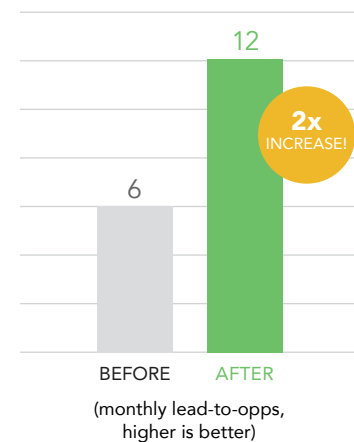
For marketing, more than anything, it meant peace of mind.

“We don’t have to worry about every lead we pass on to sales anymore,” Angela said. “Leadspace has the software to ensure we are engaging only quality leads.”

Lead Engagement



Lead Conversion



ACCOUNT-BASED MARKETING

Realizing the potential they were tapping into, Zuman used Leadspace to find and target their Total Addressable Market.

Zuman was pursuing an account-based marketing (ABM) strategy, so to do that they needed to prospect both companies and contacts.

Armed with their “**Ideal Customer Profiles**”, they were able to find both the right named accounts (companies), and the key influencers (leads) within each company to target.

REAL TIME DATA REFRESH

While Angela had tidied up Zuman’s database herself following their previous data issues, such a manual exercise wasn’t sustainable. B2B databases all gradually deteriorate as people change jobs, get promoted or fired, retire, or otherwise change positions. Zuman couldn’t manually verify every lead and account in their entire CRM and marketing automation platforms every quarter.

Instead, Zuman turned to Leadspace for real time data enrichment to ensure their databases always stay accurate.

This empowers Angela’s sales and marketing teams to do their jobs knowing that their data won’t let them down.

“Whereas before we got constant complaints from sales about data quality, today it rarely happens,” Angela recounted. “The only complaint they ever have now is that they want more!”

“I often talk to marketers who say ‘oh, your sales team probably complains about data all the time, right?’ And I always say ‘well no, actually.’ It’s a great feeling.”

“MORE THAN JUST A PIECE OF TECHNOLOGY”

Beyond the power of the Leadspace platform itself, Angela cited Leadspace’s end-to-end service as key to its success.

“When I think about Leadspace, it’s not just about the technology,” she emphasized. “Of course we love the technology, but I’m also still a customer because of the service that comes with it - from Customer Success teams, to the teams who are constantly learning from the results and improving our data.

“With other vendors they were just selling me a piece of technology; with Leadspace we get the best of both worlds: a highly effective technological solution, and a level of service that makes Leadspace a true partner.”

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ABOUT LEADSPACE

Leadspace is the only end-to-end predictive analytics platform built from the individual up, leading to real actionability and dramatic improvements in B2B sales & marketing effectiveness. The Leadspace platform combines extensive social, web, intent, and structured data to find and score in real time both companies and individuals who have the greatest intent to buy. Leadspace is trusted by over 100 of the leading B2B brands such as Oracle, Autodesk, Bloomreach and Five9. The company is based in San Francisco and Tel Aviv and backed by Battery Ventures, JVP and Vertex.

For a demo or to learn more, visit [leadspace.com](https://www.leadspace.com).