

## Key takeaways

### Customer:

InsideView  
(San Francisco, CA)

### Industry:

Software

### Objectives:

Increase lead quality,  
accelerate sales process,  
grow revenues

### Results:

- 2x growth in qualified sales pipeline
- 90% reduction in qualification time
- 25% increase in conversion rate
- Rapid time-to-value and ROI

*“Marketo’s behavioral lead scoring alone got us pretty far, but we eventually hit a wall in our ability to drive up conversion rates. We needed a smarter way to sort through leads.”*

Joe Lucas  
Director of Demand  
Generation and Marketing  
Operations  
InsideView

## Case Study: InsideView

### Helping a Small Sales Team Focus on the Best Leads — and Close them Faster

InsideView is a San Francisco-based software company whose CRM Intelligence Platform helps marketing, sales and account management teams deliver more leads, close more sales, and retain and grow accounts by providing access to curated market data, business insights and professional connections right within their CRM system. Their platform is used by more than 450,000 sales and marketing professionals at over 19,000 market-leading B2B companies.

As a company focused on the success of sales and marketing teams, InsideView has invested heavily in identifying and adopting the “best-of-the-best” sales enablement tools. The company uses Salesforce.com for CRM and Marketo for marketing automation, both of which are enhanced by data and insights from InsideView’s own product.

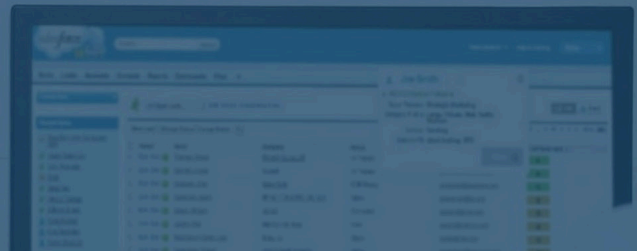
### Challenge

As InsideView entered 2013, the company faced a challenge that many other firms would have loved to have: they had many more inbound leads than their small sales team could handle. While this may sound like a marketer’s dream, it was extremely troubling to InsideView executives. With only two sales reps, the team could only afford to spend time on the highest priority and most qualified leads.

InsideView was no stranger to the challenge of lead prioritization. In fact, they had been working hard to overcome it.

Years before, the company had begun its implementation of the Marketo marketing automation tool. The company took special care in implementing Marketo’s lead scoring system, assigning a team of business analysts to the task of building out rules to score each lead based on behaviors performed on the InsideView web site.

“We developed an elaborate lead scoring process in Marketo and refined it over the course of several years,” said Joe Lucas, InsideView’s Director of Demand Generation and Marketing Operations. “Marketo’s behavioral lead scoring alone got us pretty far, but we eventually hit a wall in our ability to drive up conversion rates. We needed a smarter way to sort through leads.”



## Solution

On a friend's recommendation, Lucas investigated SalesPredict's predictive analytics solution. He quickly realized that the SalesPredict approach could be a perfect complement to InsideView's existing lead scoring process because it would provide more sophisticated lead scoring based on thousands of "signals" and not just behavioral data. Plus, SalesPredict could provide intelligent insights about a lead's buying intent that could help their overwhelmed sales team identify the truly closeable leads—and help them close deals faster. Intrigued, Lucas proceeded to see how the product would perform for InsideView. Because SalesPredict was available on the Salesforce AppExchange, product installation was straightforward and took under an hour.

By analyzing the data in InsideView's CRM system, alongside thousands of public and private data sources, SalesPredict automatically created a "firmographic" profile for each of InsideView's leads and customers. Then, using a scientific approach called predictive analytics, it automatically generated a score for each lead based on InsideView's history of success selling to customers with similar profiles.

From the perspective of InsideView's sales people, the only thing that changed was the fact that leads were suddenly much better qualified. The predictive lead score determined by SalesPredict and the behavioral lead score produced by Marketo were both rolled up into a simple color-coded letter grade that InsideView sales reps could use for sorting and filtering leads right within the Salesforce.com interface.

## Results

The results SalesPredict delivered at InsideView have stood the test of time. In the year since the solution was implemented, the company has achieved significant sales results based on the power of predictive analytics.

Because the inbound leads presented to the InsideView sales team are now scored based on a smarter, analytically-derived metric, their conversion rate has increased by 25%. In addition, because each of the leads that SalesPredict rates highly is not just more likely to close but of greater quality, InsideView experienced 100% growth in its qualified sales pipeline over the course of the year.

And, whereas it previously took the company's sales reps 18 days on average to qualify a lead, the team's qualification velocity jumped significantly since deploying SalesPredict. They now qualify leads in just two days—an improvement of nearly 90%.

The revenue growth InsideView has seen since its deployment of SalesPredict helped give company executives the confidence to grow the sales team from two reps to nine.

"SalesPredict helped us dramatically improve our conversion rate, double the size of our qualified pipeline and reduce qualification time by nearly 90%," said Lucas. "It has been a great tool to have in our sales and marketing technology tool chest."

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## Learn more about SalesPredict

Contact us at [info@salespredict.com](mailto:info@salespredict.com) or 415.653.0080 to learn how SalesPredict can help you accelerate sales cycles, improve conversion rates and increase revenue.