



Customer Success Story

Real-time consumer intelligence company adopts **Lead Scoring and Lead Grading Features of Pardot** to identify **more sales-ready leads**, and expand into new markets

About the Client

Client is a technology company that delivers real-time consumer insights at the speed of the on-demand economy through Online Research Panel, Online Communities, Online Surveys, Research Technology, Concept Testing etc.

Solution

- Created Form handlers to enable capture of leads from website directly to Pardot
- Set up a lead scoring model that incorporates Lead scoring logic for form submissions based on Channel, Tactic, and Type of Content.
- Update the Form handler code in client's website

Benefits

- ✓ 23% MQL to SQL conversion rate, and a 35 % conversion rate of SQLs into won opportunities through lead scoring.
- ✓ Improved lead follow-up by identifying the 34% of qualified leads in their database
- ✓ Reduced costs by 20% through account-based targeting
- ✓ Increased sales efficiency due to improved insight into leads and better lead quality

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