



CASE STUDY

Enhancing Sales and Marketing Operations with SalesWings for a Macroeconomics Firm

OBJECTIVES

To implement a lead and account insights platform that would integrate seamlessly with existing Salesforce tools, enabling data capture, lead scoring, and more efficient sales processes.

SOLUTIONS

SalesWings was implemented and integrated with the firm's existing Salesforce tools: Sales Cloud and Salesforce Marketing Cloud, along with their website. This integration provided the firm with comprehensive B2B lead-scoring and website tracking capabilities, bringing critical first-party user behavioural data into their CRM environment.

Key components of the solution included:

- **SalesWings Integration:** SalesWings was integrated to capture and analyse first-party user behaviour directly from the website, providing real-time insights into prospect activities and interests.
- **Lead Scoring Model Development:** A custom lead scoring model was developed to identify Marketing Qualified Leads (MQLs), ensuring that only prospects with a high propensity to convert were handed over to the sales team.
- **Optimisation of Marketing to Sales Handoff:** The integration streamlined the process of handing off leads from marketing to sales, reducing the time spent by sales teams on low-quality leads not yet ready for engagement.

SOLUTIONS

The implementation of SalesWings for this macroeconomics firm demonstrates how an integrated lead and account insights platform can significantly enhance sales and marketing operations. By capturing valuable behavioural data, optimising lead scoring, and refining the handoff process between marketing and sales, the firm is better equipped to drive growth and improve conversion rates.

If your business is looking to enhance its sales and marketing operations with powerful insights and data-driven strategies, contact us to learn more about our Salesforce and SalesWings integration services!

AT A GLANCE

Client Overview

A macroeconomics consulting firm based in London needed a robust solution to capture first-party behavioural data, effectively score leads, and improve the marketing-to-sales handoff process. The firm sought to better understand their prospects' engagement and ensure that sales teams focused on high-quality leads, ready for conversion.

KEY BENEFITS

Facilitated First-Party Behavioural Data Capture

Enabled the firm to gather and utilise critical behavioural data directly from their website, helping them understand user engagement patterns and tailor marketing efforts.

Enhanced B2B Lead-Scoring Capabilities:

The lead scoring model identified Marketing Qualified Leads, allowing sales teams to focus on prospects who were ready to engage in meaningful sales conversations.

Improved Marketing to Sales Process:

The new lead scoring model ensured a smooth transition of qualified leads from marketing to sales, optimising conversion rates.

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