

Leadspace Increases Deal Size

and Aligns Sales and Marketing
with TMA[®]

Leadspace was looking for an innovative way to spark conversation with senior-level targets. When they used PFL's Tactile Marketing Automation[®] (TMA[®]) solution, they saw:

- More than **\$250,000** in new deals booked
- **450%** ROI
- **\$3.7** million in pipeline generated
- **33%** increase in sales velocity
- Deal sizes increased by **25%**

THE CHALLENGE

Stir Up Conversations and Streamline Communication

When Leadspace, a B2B marketing and sales predictive analytics platform, went looking for a revolutionary way to spark conversation with senior-level targets, they learned that tried and true — with a twist — was the best policy.

“We went retro with a campaign that’s made a huge impact for our business,” said Leadspace Demand Generation Senior Manager Alicia McCarty. “When it comes to marketing to marketers, we needed to be cutting-edge. Physical mail seemed like an old-school tactic, but we suspected being different might just get our prospects’ attention.”

Beyond sluggish response rates and dwindling pipeline activity, Leadspace had two other issues.

First, their sales and marketing teams weren’t on the same page. Second, they needed a solution that integrated with Marketo because behavioral triggers were important.

McCarty had executed a mailing campaign manually in the past. She found it took nearly a week’s worth of hours to complete, and keeping up with the mailing process was next to impossible for one person to do efficiently. As a startup with a small, agile marketing team and limited budget, it was important to have an easily implemented solution that drove big returns on investment.

AT A GLANCE

GOALS

Increase pipeline generation; book meetings with senior-level targets at enterprise companies.

BEFORE

- Low response rates
- 30 hours spent manually executing one mailing campaign
- Difficulty grabbing attention of high value prospects
- Low retention rates after first meeting with sales

AFTER

- Unseen rise in conversion rates at 12%
- Direct mail management seamlessly integrated with Marketo and Salesforce
- Creative, powerful campaign that spiked results
- Alignment & trust between sales and marketing

leadspace



THE SOLUTION

Automated Direct Mail

Leadspace wanted to give something to their targets that they wouldn't buy for themselves. McCarty turned to TMA and opted to send their prospects Amazon Echos. The catch was, however, that they didn't have enough money to send them to all prospects.

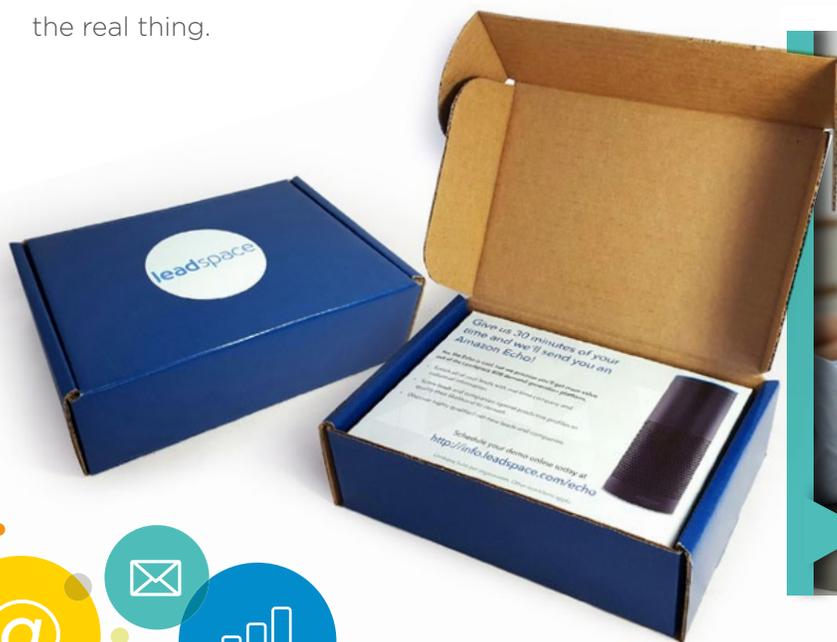
Instead of sending the Echo right off the bat, they sent 3-D cardboard versions in teaser packages and asked people to spend 30 minutes with a demo in order to be sent the real thing.

TMA helped McCarty streamline her mailing process and made sure marketing spend got the best return.

The TMA integration with Marketo alerted her SDR team when each package arrived to its address, allowing team members to reach out via highly personalized email and call to book meetings. From there, the rest is a match made in heaven — both for Leadspace's external outreach and internal team harmony.

"I learned that physical mail is back. It's powerful and gives marketing the opportunity to be creative and innovative. You must also have the right data... While old is new, I used automation to improve an old marketing strategy."

— Alicia McCarty



ABOUT LEADSPACE

Leadspace is the first B2B Audience Management Platform. Leadspace helps businesses increase maximum pipeline and better engagement by identifying and understanding audiences and equipping them with the best intelligence to plan, execute and optimize their marketing campaigns across all channels. Updated in real time, the data remains constantly accurate and actionable - on both the individual and account level. For more information visit: www.leadspace.com

ABOUT PFL

PFL is a marketing technology company that provides sales enablement and marketing automation solutions, as well as printing, mailing and fulfillment services. Tactile Marketing Automation® (TMA®) complements your digital marketing with tangible mail that engages prospects and customers. Send anything you can imagine, from postcards and brochures to complex kits with large dimensional components, by integrating TMA directly with your marketing automation platform.