

## CASE STUDY

# TURNING DORMANT LEADS INTO A MULTIMILLION-DOLLAR OPPORTUNITY

By combining smart creative with the right technology ecosystem, the marketing team at this fintech company demonstrated an impact on revenue that exceeded all expectations.



## INDUSTRY

Financial Technology

## HIGHLIGHTS



**33%** sustained increase in web traffic



**\$800k** in new opportunities



**Over \$6.2 mm** directly influenced opportunities

## Challenge

Most B2B organizations have a sizable percentage of inactive leads sitting in their databases; according to Marketo, between 25% to 50% of database leads are inactive at any given time. Ipreo's Private Capital Markets (PCM) division wanted to wake up dormant leads and re-engage them using content that was relevant, useful, and intriguing.

"Our prospects work in fast-paced, high-pressure environments," explained Lauren Weiner, Director of Marketing for Ipreo PCM. "They're directly responsible for stewarding multi-million dollar assets on a daily basis. Capturing their attention is a challenge."

With this in mind, Ipreo asked DemandLab to create a piece of content capable of commanding attention and delivering a message that inspired action. Just as important, they needed to be able to track the direct impact of those actions on revenue.

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Lauren Weiner Director of Marketing, Ipreo PCM



## Solution

After conducting an audit of Ipreo's existing content resources, DemandLab identified a topic that was both deeply relevant and a little sensational. Building on a previously published two-pager that covered several high-profile cases of financial disasters precipitated by spreadsheet errors, the DemandLab content team researched and compiled a collection of eye-opening facts about the use of spreadsheets to monitor investment portfolios.

Next, the narrative was turned into an animated, fully interactive, responsive experience that revealed a new element of the story each time the viewer scrolled or swiped from any device.

"We got noticed by huge investment firms... It positioned us as thought leaders in the space."

**Lauren Weiner**  
Director of Marketing, Ipreo PCM

To ensure the infographic reached the target audience, DemandLab used an account-based marketing (ABM) approach, examining the database to identify the most promising—yet unresponsive—accounts. Following on, the team developed a series of LinkedIn ad campaigns that granularly targeted the decision-makers at those firms: Managers, VPs, Partners, CXOs, and Directors.

Prospect behaviors (clicks, swipes and scrolls, and form entries) were tracked and monitored through marketing automation and integrated with CRM data so that any new opportunities could be attributed to the campaign.

## Result

While the numbers for this highly targeted campaign were small, the impact was huge. By leveraging the appeal of interactive content and telling a compelling story about the risks facing private capital market participants, Ipreo was able to capture the attention of a particularly hard-to-reach audience, restart the conversation about data integrity, and position Ipreo as a viable solution.

The LinkedIn ad campaign drew 1,000 views and spiked web traffic 100% at launch. And it continued to have an impact post-launch, with a permanent 33% increase in web traffic, 10% increase in returning traffic, 60% increase in time spent on site per visit and 70% increase in the number of page views per visit.

The campaign did not just generate activity: it generated results. The infographic generated five new opportunities valued at ~\$800K, and directly influenced 63 opportunities valued at ~\$6.2M.

“We got noticed by huge investment firms,” Weiner said. “They saw the piece, were shocked by the numbers, and it got them talking about the issue. It positioned us as thought leaders in the space.”

The success of the infographic, and the fact that its impact could be measured automatically with the revenue attribution that DemandLab had built, changed the way the organization viewed the marketing function.

“When you can only track costs, and not revenue, it’s easy to see marketing as a cost center,” explained Weiner. “This campaign built awareness internally for the marketing function and the powerful results we’re capable of producing.”

## Unexpected Win

While the impact on engagement levels and revenue potential exceeded expectations, the infographic campaign also gave Ipreo PCM the opportunity to learn something new about its audience.

“We didn’t just put a piece of content out,” Weiner said. “We had a growth engine behind it to measure its impact, learn from it, gain new insight into the market, see the effect we’re having in social versus organic versus email. It helped shed light on the way that we engage our prospects.”

## PROJECT INSIGHTS

To create meaningful content that generates real impact:

- **Rethink, re-use, recycle.** Repurposing similar content in a different and fresher medium can prolong its lifespan and dramatically affect its impact and reach.
- **Short-form content doesn’t have to be lightweight.** By leveraging interactivity and a visually rich format, a short, accessible piece can still tell a complex, data-rich story.
- **Tell, don’t sell.** The infographic avoided a sales pitch and kept the focus on valuable, product-agnostic information, yet it still accelerated the sales pipeline.
- **Don’t distribute what you can’t measure.** Without a system in place to monitor content performance, you’ll never gain organizational buy-in and budget for future projects.
- **If you can’t create, curate.** If generating original research exceeds your marketing budget, you can still develop engaging content by creatively curating existing research.



DemandLab is a technology-focused marketing consultancy that accelerates revenue for its clients through customized Revenue Ecosystem solutions.

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