Predictive Lead Scoring

Marketing

Infer is an artificial intelligence (AI) SaaS platform integrated with multiple MarTech solutions for predictive lead and account scoring and managing hyper-segmented profiles.

Customer Success

Leading provider of security data and analytics depends on IgniteTech's Infer solutions to identify higher quality leads

COMPANY
Computer & Network Security

ESTIMATED REVENUE
$244 million / year

INDUSTRY
Technology – Computer & Security Software & Services

IGNITETECH SOLUTION
Infer

DEPLOYMENT
SaaS

Summary

IgniteTech's Infer solution is deployed in integration with Salesforce.com. Lead scores are uploaded to the CRM and presented to sales reps via the **Infer Glance** extension. The company is looking into extending score accuracy using behavioral scoring integrated with Marketo.

Why Infer

Infer was chosen for its ability to score incoming leads in near real time.

Customer Benefit

Infer helps save resources by skipping low-quality leads and allows for shorter response times for valuable prospects. There is also an unprecedented level of transparency for the sales team thanks to **Glance**.

Customer Outcome

A high volume of incoming leads is a common problem for larger companies. Thanks to Infer's predictive scoring, this company is able to recognize low- and high-quality leads and focus on the latter, thus saving a valuable sales time and resources. Lower quality leads can be routed to nurture campaigns and later identified as ready-to-buy using behavior scoring integrated with Marketo.

Solution Benefits

- Predictive lead scoring & profile management to optimize and expand your sales and marketing operations
- Score large amounts of inbound leads, contacts and account in real time
- Increase ROI by improving MQLs and prioritizing sales efforts on the leads/accounts that will drive the most revenue
- Segment and distribute leads appropriately and fairly across sales teams
- Identify the effectiveness of campaigns by market segment to inform ongoing improvement in targeting and segmentation

For more information,
visit ignitetech.com/infer

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