# Infer

*Case Study*

# HIRING PLATFORM SEES 12X ROI IN UNDER 60 DAYS WITH INFER PREDICTIVE SCORING

**Company**
Global Hiring Platform

**Industry**
Employment Websites

**Systems**
Salesforce, Oracle, Eloqua

**IgniteTech Product**
Infer Predictive Scoring
[Lead Fit Models]

Founded around a kitchen table, this global hiring platform quickly grew beyond its four founders' wildest imaginations. Now used by over 100,000 businesses, the site allows anyone to post jobs to 50+ job boards with a single click.

As the paid subscriber count surged, the founders saw an opportunity to go beyond self-service transactions and supercharge growth with an inside sales team. Once the team was in place, its challenge was identifying which of thousands of incoming leads to prioritize.

## SALES & MARKETING CHALLENGES

- **Standard lead scoring not working:** The company's existing lead scoring tool was cumbersome to configure and its scores did not correlate with sales success
- **Reps using intuition instead of data:** In that environment, the sales team relied on brute force and human intuition to identify prospects with high revenue potential
- **Numerous sales cycles were wasted:** Too much effort was spent on the wrong leads, which diverted time that could be better spent on hot prospects

## THE SOLUTION

Using predictive scoring, IgniteTech's Infer solution answered this company's critical question — how do we determine which leads are likely to convert? Within 15 days of signing on with Infer, a custom predictive lead scoring model was built and functioning. After parsing through hundreds of signals and identifying the ones that matter most for the company, the model began scoring leads with the signals that are statistically proven to predict winners.

# IGNITETECH™

Using newly scored leads, the model became a foundation for critical insights. This was especially true when it came to learning how sales reps were spending their time. By providing more accurate lead scoring, the model answered the critical question and identified the best leads for reps. Infer learned that the company reps were spending almost a third of their time pursuing low-quality leads. After 60 days of using Infer's model, reps had dramatically altered their behavior to better align with lead quality.

Still, spending more time on high-scoring leads does not guarantee increased sales performance. After digging deeper, it became clear that their A and B leads were responsible for 97% of total sales revenue. By reducing the amount of time spent on bad leads from 29% to 10%, the company was able to better utilize their sales team.

### REALIZING THE RETURN ON INVESTMENT

With an effective model in place, the company was almost immediately able to realize value. In under 60 days, they saw:

- ✔ **Increased sales conversion:** By aligning sales effort with revenue impact, conversion rates dramatically increased. In fact, by the end of the 60-day period, average lead conversion rates had increased 4x. In doing so, the company's inside sales team successfully increased overall profit per task across their entire lead base.

- ✔ **Larger average deal size:** Increased effort on A and B leads dramatically increased the value of those prospects. Additionally, reps were able to get more from C and D leads by prioritizing certain prospects in those groups. In total, the average deal size increased 3x.

The combined effect of these gains led to dramatically increased revenue across all leads. Reps were even able to extract more value from C and D leads while spending less time on them. As the company continues to use Infer, the model is refreshed with new signals, and lead scoring will become even more accurate. Altogether, these gains have yielded a monthly profit of over $40,000 for the company, proving Infer's predictive lead scoring more than pays for itself.

The 12x ROI that the company achieved is a truly exceptional success story. While not every company will be able to achieve that high of a multiple, the ROI framework is applicable to any company who implements predictive lead scoring. Capturing the impact and marketing the success internally is a great way to build momentum and get buy-in to expand into new applications.

### 60 Day Return on Investment



12X ROI

Cost of
🔥 Infer | Conversion Increase | Deal Size Increase | Total Value

### LEARN MORE

To learn more about how IgniteTech's predictive lead scoring can help expand your sales and marketing funnel, visit ignitetech.com/infer.

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