

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

DNN uses IgniteTech's Infer solutions for predictive scoring to improve volume and quality of marketing leads and ROI of marketing programs.

COMPANY

DNN Corp.

ESTIMATED REVENUE

\$35 million / year

INDUSTRY

Technology – CMS Software & Services

IGNITETECH SOLUTION

Infer Predictive Scoring (Fit & Behavior Models)

DEPLOYMENT

SaaS

“Infer has truly mastered predictive analytics, especially lead scoring, and its team works hard to grow our business.”

Summary

The marketing team used the new Infer fit scores to rework DNN's definition of an MQL, and now they can easily find the highest potential revenue leads for the sales team to prioritize.

Why Infer

After comparing a variety of the predictive scoring options on the market, DNN chose the Infer platform for its open architecture and ease of implementation as well as for the team's top-notch data science expertise.

Customer Benefit

Infer Predictive Scoring now mines DNN's historical customer data, pulls in thousands of external signals from the web and uses advanced data mining and modeling to produce an objective, data-driven prediction of how well each lead matches the company's ideal customer.

Customer Outcome

DNN's marketers have gained clear visibility into which sources and channels generate the highest quality leads and can fine-tune their marketing mix to increase ROI. Most recently, DNN adopted Infer's state-of-the-art behavioral models, which incorporate the full spectrum of activity signals from Marketo to produce accurate predictions about which leads are likely to make a purchase within a set timeframe.

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