Infer

Case Study

DNN USES INFER TO INCREASE LEAD TO OPPORTUNITY CONVERSION BY 25%

Company
DNN Corp.

Industry
Technology

IgniteTech Product
Infer Predictive Scoring
[Fit and Behavior Models]

Customer Website
www.dnnsoftware.com

DNN Corp. is the steward of the DNN open source project, a web content management system and application development framework for building web sites and web applications on Microsoft .NET. They work with customers of all sizes — from government agencies like the U.S. Department of Defense, to associations, universities, banks and technology companies.

BUSINESS CHALLENGE

DNN's marketing organization's primary goal is to fill the top (awareness) and bottom (consideration) of the lead funnel with quality leads for sales. Before IgniteTech's Infer solution, the team scored leads from its various inbound and outbound marketing programs using Marketo's basic points-based scoring tools.

This unscientific methodology made it challenging to to identify Marketing Qualified Leads (MQLs) and to accurately measure quality across DNN's various paid and social media lead sources. The company wanted to leverage the latest predictive analytics and machine learning technologies for a more sophisticated approach to lead gen and evaluating marketing investments.
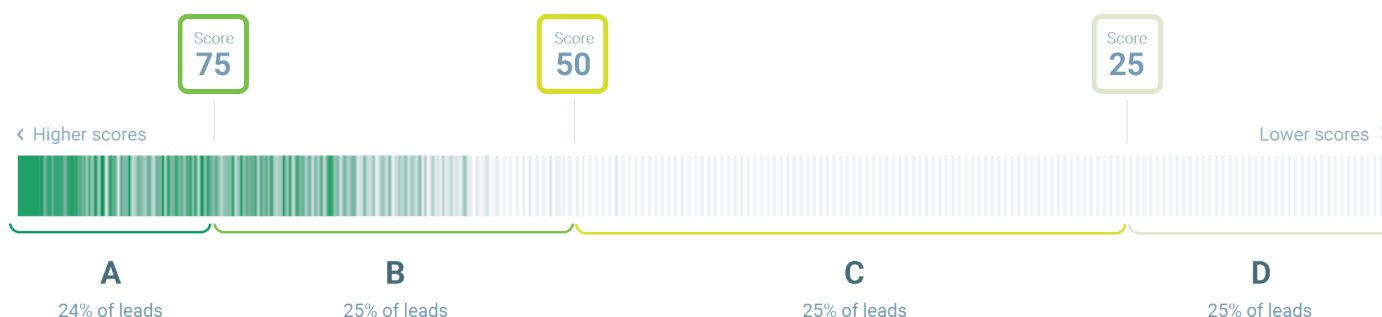
SOLUTION

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. Within a week, Infer was seamlessly integrated as an intelligence layer across the company's sales and marketing technology ecosystem, including its own CMS platform (called DNN Evoq) as well as Marketo marketing automation, Salesforce CRM and Bizible for multi-channel lead attribution.

IGNITETECH

"As a marketing team, we do a great job of filling the top and bottom of the lead funnel, but we needed a way to elevate DNN's most valuable leads, rather than throwing everything over the wall to sales. Infer helps us focus on the 'best' leads — those who look most similar to our existing customers, as well as those exhibiting strong indicators of buying interest — and as a result, we saw a 25% increase in overall conversions in just our first month on the platform."
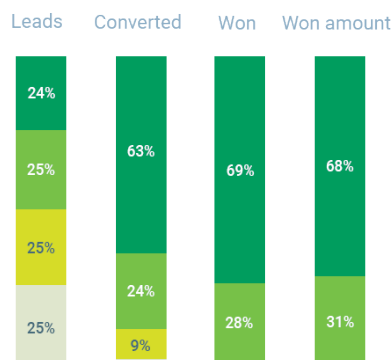
Franck Ardourel
Director of Marketing
DNN Corp.

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-based prediction of how well each lead matches the company's ideal customer.
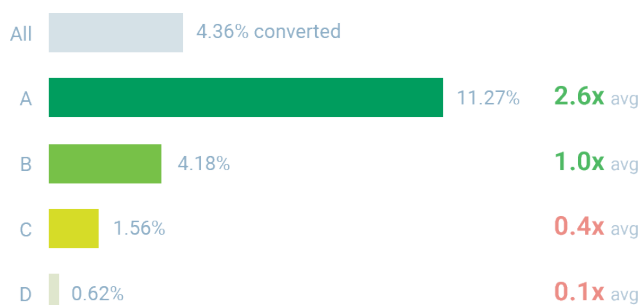
Score	Score	Score
75	**50**	**25**

‹ Higher scores   Lower scores ›

A	**B**	**C**	**D**
24% of leads	25% of leads	25% of leads	25% of leads

Sales Funnel

Breaking down leads by bucket at each stage of the sales funnel: "A" and "B" leads together make up 50% of all leads but represent 88% of converted leads.

Leads	Converted	Won	Won amount
24%			
25%	63%	69%	68%
25%	24%	28%	31%
25%	9%		

Converted Rate

Leads are converted 4.36% of the time. "A" leads are converted 2.6x as often on average and 18.3x as often as "D" leads.

All	4.36% converted		
A	11.27%	**2.6x** avg	
B	4.18%	**1.0x** avg	
C	1.56%	**0.4x** avg	
D	0.62%	**0.1x** avg	

Lead Quality
● A   ● B   ● C   ● D   ● All

FILTER OUT THE NOISE
AND BUILD MORE PIPELINE

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 revenue potential leads for the sales team to prioritize.

In addition, by connecting data from both Infer and Bizible, 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 time frame.
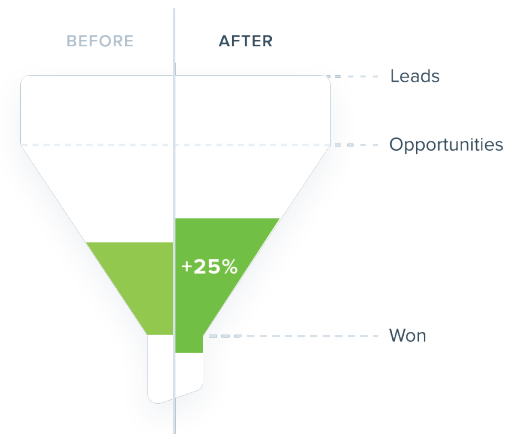
BENEFITS

"Infer has truly mastered predictive analytics, especially lead scoring, and its team works hard to help us grow our business. We got started with predictive scoring in only one week and have since increased the overall volume and quality of MQLs that marketing delivers to sales, while also improving the ROI of our marketing programs across the board."

Franck Ardourel
Director of Marketing, DNN Corp.

BEFORE　AFTER
Leads
Opportunities
+25%
Won

- ✓ Infer Predictive Scoring helped the marketing team identify the leads most likely to convert to customers.

- ✓ By improving sales prioritization, the company significantly increased its new business opportunity conversion rates.

- ✓ DNN optimized its lead gen acquisition programs in order to consistently produce higher quality leads and increase ROI.

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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