



## Case Study

# KAYAKO USES INFER PREDICTIVE SCORING TO GENERATE HIGHER QUALITY LEADS

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### Company

Kayako

### Industry

Software

### IgniteTech Product

Infer Predictive  
Lead Scoring

### Customer Website

[www.kayako.com](http://www.kayako.com)

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Kayako is a customer service software company based in London, United Kingdom. Kayako is a simple to use, integrated customer service platform that connects you to your customers in a truly personal way. Combining their best-in-class-chat platform with robust help-desk and shared inbox functionality, Kayako helps companies manage customer conversations across all channels, improving customer satisfaction and creating a strong foundation to build upon for their customer success goals.

### BUSINESS CHALLENGE

In 2018, Kayako wanted to upgrade its sales and marketing functions. This included a deep dive into lead generation as well as the introduction of search engine marketing and pay-per-click into the company's marketing mix. Kayako also wanted to generate a higher quality and volume of qualified leads while calculating — and reducing — their true cost per lead.

### CHOOSING IGNITETECH'S INFER SOLUTION

After researching predictive scoring options on the market, Kayako quickly realized that IgniteTech's Infer solution offered the deepest product set with the highest performing predictive models.

Kayako selected Infer Predictive Lead Scoring because it delivered:

- Ability to incorporate behavioral attributes into lead scoring
- Powerful calculation engine with predefined rules that enable faster implementation
- Web-based solution that enables gathering and delivery of information quickly and accurately
- Seamless integration with Marin Software, HubSpot and Salesforce
- Strong references from sister companies



“Infer is a great way of setting a quality bar for all leads we receive and work with. Their scoring system allows us to measure each lead and how it rates against the standard that we have defined. Infer adds value to my SDR team’s efficiency, allowing them to prioritize the leads better to help their lead to qualified conversion.”

**David Morris**  
Vice President of Sales  
Kayako

## INFUSED INTELLIGENCE

Once Kayako decided IgniteTech’s Infer was the right solution, implementation was a breeze. Infer offers seamless integrations into popular sales and marketing applications such as Salesforce, HubSpot and Marin which allowed Kayako to maximize the output of their sales and marketing initiatives.

### PRIORITIZE INCOMING LEADS

#### Faster Contact

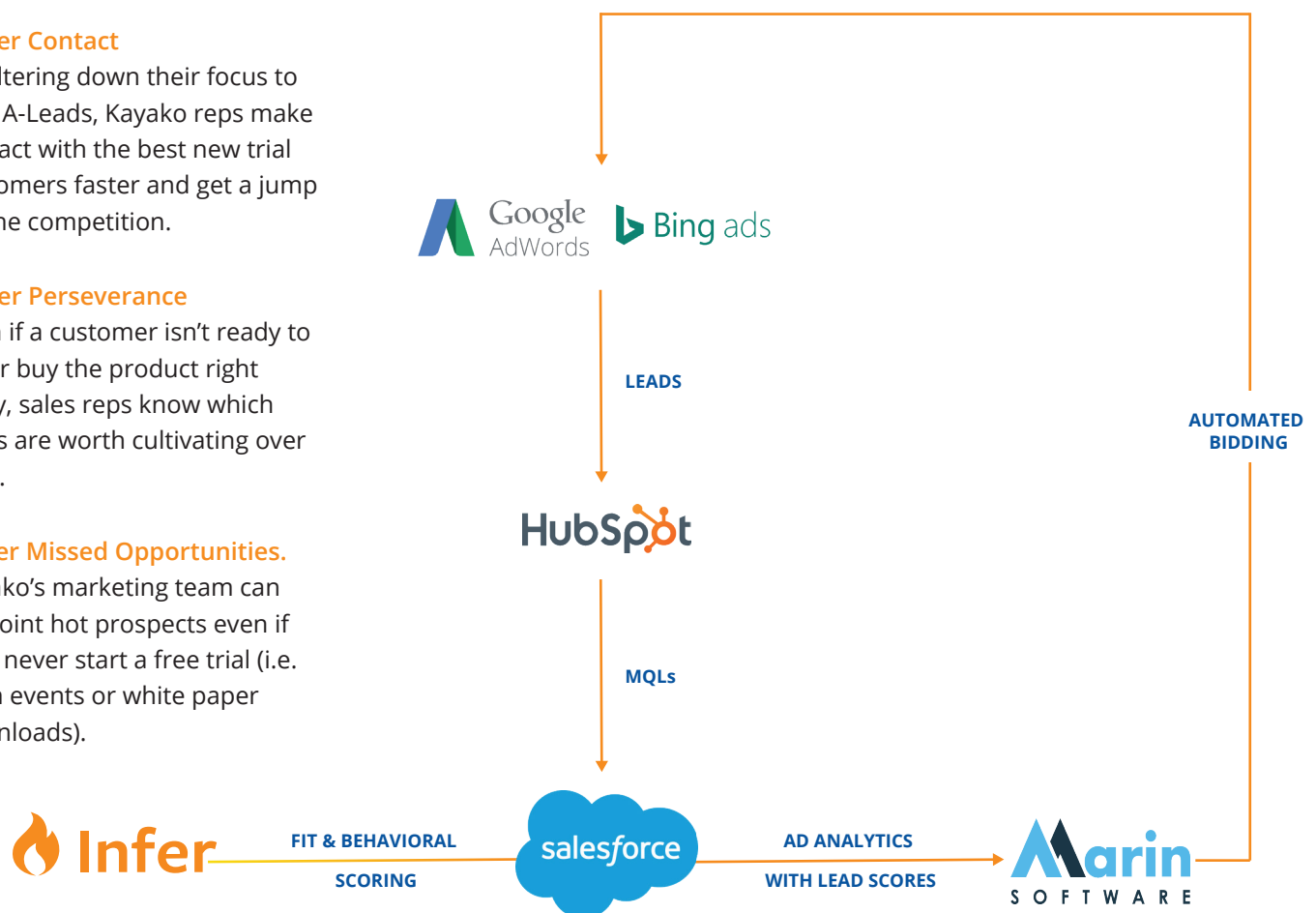
By filtering down their focus to only A-Leads, Kayako reps make contact with the best new trial customers faster and get a jump on the competition.

#### Better Perseverance

Even if a customer isn’t ready to try or buy the product right away, sales reps know which leads are worth cultivating over time.

#### Fewer Missed Opportunities.

Kayako’s marketing team can pinpoint hot prospects even if they never start a free trial (i.e. from events or white paper downloads).



# ACTIONABLE INTELLIGENCE TO WIN MORE CUSTOMERS

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## RESULTS/BENEFITS

Kayako brought in IgniteTech's Infer Predictive Lead Scoring to amplify their lead generation program and win more customers. The Infer platform leverages proven data science to rapidly identify the most promising prospects, resulting in significantly increased conversion rates on inbound and outbound campaigns.

### Predictive Scoring

- ✓ Get instant insight into content marketing efforts
- ✓ Surface good leads that are getting missed or stuck in nurture
- ✓ Increase rep productivity by immediately routing high scoring leads to sales

Infer Predictive Scoring increased visibility into Kayako's lead generation efforts, and the ability to focus on specific target segments.



"Infer is an integral part of our lead gen strategy. We are using it to score all leads whether generated organically or through our paid strategy. After nearly one month of implementing, our sales team has already seen a marked improvement in the quality of leads that we generate for them. Our next step is to finalize the integration with Marin for automated bidding on our digital ad campaigns, and we expect the direct benefit to be a decrease in CPL, resulting in a more efficient marketing spend. The Infer team has been proactive in terms of learning our business and helping to adjust the scoring model to fit our needs."

**Marc Reiser**

Vice President of Marketing  
Kayako



3x increase in MQL "A" quality leads in the first month going live



20% increase in lead quality while improving productivity through automation



Increased opportunities where direct MQL "A" leads purchased right away

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## LEARN MORE

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