

MARKETING

Predictive Lead Scoring

[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 Ignite'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

IGNITE SOLUTIONS

Infer Predictive Scoring
[Fit and Behavior Models]

DEPLOYMENT

SaaS

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 revenue potential 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-based 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 time frame.

"Infer has truly mastered predictive analytics, especially lead scoring, and its team works hard to help us grow our business"

Solution Benefits

- Turn digital content into revenue by harnessing robust content distribution models for additional revenue and audience growth and engagement
- Find new revenue streams by monetizing your content and generating new revenue streams with existing content
- Grow your audience and improve retention through leveraging proven apps, best practices, engagement tools, and content distribution channels
- Reduce cost and pressure on internal circulation, content, IT and field sales resources