

SaaS Company Badgeville Exclusively relies on LeadGrabber for Outbound Marketing Leads

I tried out LeadGrabber because ROI from In-Mails and Purchased-Lists was very low.

Using LeadGrabber, my Email Response Rates jumped by 100%!

I've never gone back to any other paid sources of leads since.

Jonathan Wang
Lead Generation Manager, Badgeville,
San Francisco, CA

Q Hi Jon, can you tell us a little about Badgeville and your role in the company?

Badgeville is a pioneer and leader in gamification. Ours is a scalable SaaS solution. We apply game mechanics to increase engagement and performance from clients and employees in the organization. I was tasked to create the right target market and develop a larger client base.

Q How does a SaaS-based Gamification business like yours go about prospecting?

That's the difficult part. No company has a "Gamification Expert" whom we can pitch our services to. We need to pinpoint and find targeted job titles like "Engagement Community Manager", "Director of Analytics" and "Platform Services Manager".

I had 3 prospecting problems:

- These job titles were specific and rare, the lists I purchased did not have them. I had to spray-n-pray that someone in that \$15,000 list pointed me in the right direction or replied with an inquiry
- I had lists of companies I wanted to target, sourced from conferences & webinars. Searching for my target prospect in these companies, using all the combinations of titles, was frustratingly slow
- Even when I did find my prospects on LinkedIn, they were not actively monitoring their LinkedIn messages. It was hard to justify the ROI on paid InMail

Q How does LeadGrabber help?

With LeadGrabber, I built lists with only the titles that I wanted. Email response rates immediately jumped by 100%. The proportion of good leads at the top of the funnel also increased by 50%.

This may sound clichéd, but I recovered my money spent on LeadGrabber with the sales closures from just one campaign.

Further, if I input the attendee list of any gamification event or conference, the tool gives me the Email and Phone number of the attendees. It lets me connect, strike up a conversation, and close more deals.

I also put in the list of companies and my targeted title list. I let the software do all the hard work of searching for prospects, while I focus on something else.

LeadGrabber is one-quarter the cost of paid subscriptions.

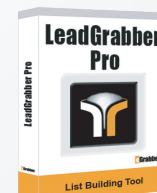
I cancelled my subscription to paid data sources. I only use free data sources now and I convert those into mailing lists and call lists using LeadGrabber's Append Email and Phone feature.

LeadGrabber is key for my Out-Bound Campaigns now.

LeadGrabber has been a tremendous help for us in outbound marketing. It's better than list services because the contacts are updated and the price is just right.

We saw an immediate increase in sales productivity, when we combined LeadGrabber software with our marketing automation tools

Christine M. Lynch, Marketing Manager, Badgeville



LeadGrabber Pro is a B2B List Building Tool that helps sales, marketing and recruiting professionals to speed up their process of prospect database list-building.

FREE 7-DAY TRIAL

How can LeadGrabber help you grow your Business? Call us at (408) 516 4566.