

SOLVE IT STORIES

TALES OF CUSTOMER SUCCESS
FROM OUR PARTNERS



How LeanData helped Snowflake reduce lost leads, improve response times, and increase booked meeting rates.

THE CHALLENGE

Snowflake is a data cloud company that enables customers to build data-intensive applications without operational burden. The company was growing quickly, in part because of its ability to execute an account-based strategy with resources focused on a set of target accounts. The Director of Account-Based Marketing (ABM) had spent the past 3-4 years building a team of 12 employees squarely focused on account-based marketing. With the adoption and growth of ABM strategies, there was a need for account-based sales development teams, since sales was not always aligned or aware when leads from their target accounts were acting on marketing campaigns. Having no account connection with the Sales Development Representatives (SDR) other than “here are some buying signals from intent data” resulted in slower than desirable sales cycles and lost deals and revenue.

THE OPPORTUNITY

Businesses often need the ability to get leads to the right rep, enabling effective ABM orchestration between marketing and sales.

HOW DO THEY ...

- Assign SDRs to target accounts and automatically match incoming leads to the correct account while informing the assigned account owner?
- Enable SDRs to be more strategic in their outreach to contacts, responding promptly to inbound messages with personalized communications to create a better buying experience?
- Decrease customer churn due to the positive experience of the correct SDR contacting them?

In the case of Snowflake, it needed a solution that would provide more account data to reduce its lost leads, improve response times, and increase “booked meeting” rates. It was able to do this with the help of LeanData.

In my opinion, you cannot do an account-based strategy without the core functionality around lead-to-account matching. LeanData plays a massive role in quickly identifying and routing hot inbound leads to the correct account owner.

Lars Nilsson
VP, Global Sales Development



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THE SUCCESSFUL OUTCOME

Snowflake implemented LeanData's Lead-to-Account Matching and Routing solution. LeanData supports Snowflake's business agility because of how quickly it can implement, test, rollout, and activate changes in the systems.

Lead-to-Account Matching

Salesforce treats inbound interests as individuals. With LeanData Matching, those leads can be intelligently matched to the accounts that they care about, so SDRs have visibility to all the leads associated with their accounts.

Lead Routing

Incoming leads are routed to the correct account owners. Business rules are defined to determine if a human connection or a sales engagement cadence is the next best action. SDRs can also set up Service Level Agreements (SLA) for incoming leads from a demo or completed form.

THIS HAS RESULTED IN ...

- 99% reduction in time spent updating routing rules (from weeks to hours)
- 20-30% increase in inbound lead conversion rates due to improved speed to lead and sales reps having more time to spend researching and qualifying leads
- 78%, or 1-3 hour per day per rep, reduction in SDR time spent researching inbound leads
- Less than 5 minute response time to leads from demo requests and contact sales due to accurately routed leads
- No lost leads because they went to the wrong person, or no person at all
- Reduced churn due to customers no longer having negative experiences of the wrong SDR contacting them

CONSIDERATIONS FOR CUSTOMERS WHO ARE LOOKING FOR A COMPLIANT DATA COLLECTION SOLUTION.

Some focus areas to optimize an ABM strategy include:

- Alignment on ABM strategy across sales and marketing teams
- Determining your ideal customer profile (ICP)
- Capturing account intent data to determine which accounts are sales ready
- Establishing SLAs for leads

LeanData's special sauce, that we love, is that individuals can be intelligently matched to the accounts that we care about; L2A matching allows us to look at leads in the context of accounts, which is what B2B cares about.

Travis Henry
Sr. Manager OPS & Enablement



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