Buying Behavior Evaluation

CASE STUDY

Evaluating Purchase Intent & Real-Time Decision-Making

The Goal

Any marketer's dream is to have all contacts engaged with their content, interested in finding out more, and presented with relevant information. In ideal ecosystems, **Marketing & Sales teams fuse together**. They fully understand their customers' journey from end-to-end, they have a good grasp over potential purchase triggers, and they know the right balance between contacts' engagement and their "readiness" to convert.

Quality leads, in large volumes, are sent to sales at the perfect moment.

The Context

Today's marketers are often overwhelmed; expected to **orchestrate authentic experiences** that enable sellers to achieve their objectives, increase efficiency and send leads further at the rightest moment.

But with digital-only engagement options peaking, advancements in technology and the growth of **data-driven marketing** have made things easier.

Marketers no longer need to face the fear of missing out on quality leads, even when these contacts don't present the typical, obvious conversion signals.

Challenges

At the end of the day, marketing automation isn't just sending emails and adding information to a database. What truly takes a win for most departments is contacts' **conversion into leads and opportunities**.

But it's challenging to know when a contact is almost ready to purchase, and businesses often misinterpret the signals. Consequences revolve around **exhausting sales and telemarketing teams** with cold leads, or **wrongfully emailing** contacts until they unsubscribe.

56% MORE MARKETING LEADS
Increase in the number of total marketing qualified leads from converting prospects.

162% OPPORTUNITY VELOCITY
More than doubling the expected output per opportunity through pipeline velocity.

364% LEAD-TO-OPPORTUNITY
Increase in conversions from a marketing qualified lead to a sales opportunity.

The Solution

Complex goals are attainable with a **Buying Behavior Evaluation** program. This offers **more lead gen options** than traditional MQLs, as simple lead funnels account for too few indicators of purchase intent. Interest Listener, as we call it, allows additional responses to be considered when sending sales leads. Contacts are **routed accordingly** through adjustable, pre-programmed business rules.

1 — Collect information

An analysis of all prior interactions contacts have taken to become successful leads is the first step. This helps define **what "intent" is** for a business.

2 — Improve the CX

Buying Behavior Evaluation is often coupled with **lead routing & personalization**. With intent mapped to content offers, leads are routed through paths that actual opportunities are taking, all in real-time.

3 — Real-Time details

Information is priceless to feed these flows. The more detailed, the better, as several workflows can be integrated to differentiate (i.e., per Business Unit).

Traditional lead scoring models are beginning to transform along with technology's astounding progress. And since qualifying leads through conventional processes no longer leads to desired return, it's time **enhanced technologies contribute to growth**.

Results

More leads... or **Better-Quality leads**... or both.

As an intelligent way of looking at customer activity to determine their state of purchase "readiness", Buying Behavior Evaluation comes with many benefits.

The flow is able to **distinguish leads** that would have otherwise not entered the sales funnel. **Additional validations** can ensure that other criteria required to be met for lead creation are passed. These can be adjusted based on needs/quality/quantity/capacity.

34% — **Decrease in Lead Creation Failure**
Within 1 year, the total number of leads that were wrongfully created is lowered.

UP TO **100%** — **Conversion Rate Growth**
Within 1 year, the total number of successful conversions soars.

UP TO **200%** — **More Sales Opportunities**
Within 1 year, the total number of sales deals (as well as their value) doubles.

Marketing departments are enabled to offer their users an improved CX and to increase both the volume and the quality of leads sent to sales.

Timeline

Depending on their **complexity** and the number of **different workflows** created, Buying Behavior Evaluation programs differ, and the timeline to implement these programs implicitly varies. In our experience, it takes around **3 months from Intake to Delivery**.

Assessment
Collecting requirements, aligning and brainstorming.

Implementation
Addressing questions and discussing the project status.

Testing
Ensuring that all scenarios are well tested and validated.

Move-to-Production
Once approved, migrating the flow to the live environment.

Monitorization
Tracking the program's performance and improving.

How it works

Better-defined leads and future opportunities are captured through **custom lead funnels** per BU.

Even when contacts "don't convert", they are taken on an **enhanced journey that previously yielded good results**. Customizable, catch-all business rules test the validity of leads and can be easily adjusted.

Interaction data, predictive Business Intelligence and dynamic criteria such as business needs, the quality & quantity of prospects, and sales availability factor in.

In the end, MQLs are created in a smarter way, and sales-ready leads get **sent at the best moment**.

To discuss marketing automation potential in more detail, please reach out with an email.

CONTACT US