Gamification Leader Badgeville Uses Leadspace to Increase Its Sales Driven Pipeline by 400%

About Badgeville

Badgeville is an industry leader in technology that helps companies use proven engagement mechanics, like those found in popular social games and networking sites, to drive user behavior on company websites, online communities, and mobile and enterprise applications.

Badgeville helps the world's most innovative businesses in virtually every industry. Clients such as Deloitte, Samsung, EMC, CA, NBC, Active Network, Appirio, and many more are reaping impressive benefits from the Badgeville behavior platform.

ACCELERATING GROWTH WITH OUTBOUND SALES PROSPECTING

In the beginning, the Badgeville sales team relied mainly on inbound leads that were generated by marketing or received as partner referrals. In addition, sales development teams initiated some outbound prospecting. But lead volume was still too low. The company wanted to quickly accelerate revenue growth. The only solution was to dramatically expand their outbound sales strategy.

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> "We launched Leadspace almost a year ago, and our Sales and Sales Development-driven pipeline has since increased by over 400 percent."

—Kevin Akeroyd
SVP Field Operations at Badgeville

More about Leadspace

Leadspace is the first solution to help sales and marketing teams find new sales prospects and enrich and rank leads based not only on job titles, but also on what they do, and how closely the prospects resemble the people they have already successfully sold to.

Founded in 2007 by experts in web mining and semantic analysis, the company received funding from top-tier venture capital firms, including Battery Ventures, JVP, and Vertex. Leadspace has offices in the U.S. and in Israel.

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Badgeville needed lots of targeted prospects. They turned to Leadspace for help. Leadspace began the implementation with the automated modeling of Badgeville's ideal buyer profile. Once the ideal buyer profile was established, Badgeville's sales and sales development representatives began using the Leadspace prospecting view, which is fully integrated into Salesforce.com, to find high-value targets on-demand.

Only one year after the Leadspace implementation, the Badgeville sales team increased their sales-driven pipeline by over 400%.

STREAMLINING CROSS-SELL IN FORTUNE 500 CUSTOMERS

Many of Badgeville's clients are Fortune 500 companies. These companies typically present an excellent opportunity for cross-selling Badgeville's solution across multiple buying centers. But, since large enterprise companies have hundreds of thousands of employees, finding the next VP to sell to is a challenge, even inside an existing account. For more rapid growth and higher efficiency, Badgeville needed to quickly identify good cross-sell opportunities within their customer base.

Once again, Leadspace had the solution. Badgeville's sales team used Leadspace to identify the right prospects within their existing accounts.

Results have been outstanding: the number of live opportunities in the pipeline per client has gone from 1.5 to 4—a 267% increase.

Following the success in growing their sales-driven pipeline, Badgeville is planning to expand the use of Leadspace in their marketing endeavors by creating targeted lead lists and enhancing their existing leads.

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