

Infographic Design

Leader Visually

uses Leadspace to Increase

Outbound Sales by 250%

About visually.ly

Visually is a one-stop shop for the creation of data visualizations and infographics, bringing together Marketing Gurus, Data Nerds and Design Junkies based on shared interests. Visually Marketplace introduces ecommerce and project management into the Visually platform, making it easier than ever for buyers and sellers of infographics to get them made, distributed, liked, commented on, and shared.

Visually partners with the world's leading publications and brands, bringing our tools, community, and talented team to bear on your data visualization needs, wherever bespoke creation is needed.

Got a spreadsheet full of data and no way to present it? Totally bored at the thought of yet another PowerPoint or PDF presentation? Enter Visually.

Adam Breckler, VP Product, describes Visually as “a marketplace that connects information designers, graphic designers, journalists, and developers with customers looking for static, interactive, and motion graphics.”

Good infographics often fall into the category of “artwork,” and most companies don’t have the personnel or monetary resources to produce them. Visually offers customers multiple options for building effective, flexible, and easy-to-use infographics.

“We are working with Leadspace toward a much more automated process,” says Breckler. “Leadspace will do the prospecting based on the profile that we’ve established, and leads will appear in our inbox like magic.”

—Adam Breckler
VP Product at Visually

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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ACCELERATING GROWTH WITH OUTBOUND SALES PROSPECTING

When they hit the ground running, Visually concentrated marketing efforts on inbound strategies: they put out interesting visualization content on the Internet, people found it, and contacted them. It worked, but the company wanted to boost volume.

Outbound strategies were not very robust, and results were less than spectacular. Visually’s “growth hacking team” worked along with sales and marketing. Breckler says, “They would find likely companies/prospects, use their intuition to figure out who the right people might be, then try to guess at what those people’s e-mail addresses might be.” They knew they could do much better.

An alliance with Leadspace proved to be an overwhelming success. The Leadspace technology was used to analyze Visually’s existing customer base and to extract information on work areas, job functions, and buying preferences. They came up with an ideal buyer profile. Over time, Visually will create one or two additional profiles.

“The profile in itself was very helpful,” says Breckler. “Before we had it, our profile was based on intuition and a ‘general idea’ of who our best customers were—and we definitely had differing ideas. Armed with the streamlined Leadspace profile, our sales and marketing teams could clearly see what sort of customers they should be looking for.”

Currently, Visually uses Leadspace in two ways: (1) They find companies they think might have interesting prospects, then search for top prospects that match their ideal buyer profile in those companies. (2) They enter a large list of potential companies into Leadspace along with set criteria for types of leads. In return Leadspace automatically generates leads. Sales and marketing teams are now able to concentrate their efforts on talking more effectively with the increased number of viable prospects prioritized by their relevance to Visually.

Visually’s sales, driven by outbound strategies, have risen 250% and the company expects to double that in the next two months.