



# Transformative B2B Demand Generation

# Introduction

Never before have marketers had access to so much data and insight about their buyers' journeys. We're not talking about clicks and impressions -- we're talking big data that has fueled the growth of the demand generation industry. Demand generation professionals are responsible for aligning sales and marketing, implementing measurable initiatives, growing pipeline and ultimately driving revenue.



*When you have successfully surrounded a target account with plays that drive intelligent engagement, there is nothing better than for that account to deliver a lead right back! Targeted, qualified and interested. Woot!* -- Trish Bertuzzi, President of The Bridge Group

Trish highlights a little-used, but high-impact source of big data, campaign reply emails. The account based leads generated from reply emails are ready for sales and most definitely drive revenue. It's a revolutionary shift from thinking about 'marketing' to thinking about REVENUE.

LeadGnome is transformative. LeadGnome delivers the last mile of marketing automation. It's a web service that benefits both sales and marketing by mining campaign reply emails for valuable Account Based Intelligence. Because this data comes directly from your target accounts, the mined data can be used to append and cleanse your database, add net new contacts that increase sales velocity, and identify actionable sales trigger events that grow pipeline.



*I hate wasting time, so I love account-based leads because they're typically far more precise, more qualified, more ready to have a conversation.* -- Matt Heinz, President of Heinz Marketing

Let's take an in-depth look at 5 common types of reply emails, the Account Based Intelligence (ABI) you can uncover in each, and precisely how to leverage this data to grow revenue.



## Grow Pipeline

Generate 4 new opportunities for each Left The Company response well before your competition knows these opportunities exist! Expand reach within organizations to create new deals, cross-sell and upsell. According to Craig Elias, Author of Trigger Event Selling, "First in wins the deal 74% of the time."



## Increase Sales Velocity

According to Gartner, an average of seven people are involved with each B2B buying decision. Add decision makers and influencers by as much as 36% from mining reply emails. The more you know about each account, the quicker you are able to win the deal.



## Stem Database Decay

94% of businesses suspect their customer and prospect databases are inaccurate. Campaign reply emails maintain your database continuously by identifying enhanced information about your leads. 66% of companies that have "clean" data report a boost in revenue and 25% higher conversions between the inquiry and qualified leads.



## Automate Data Entry

Work smarter, not harder. LeadGnome automatically updates your Marketing Automation or CRM with fresh data, triggering workflows and alerting your sales team.



## Protect Revenue & Brand

Identify and alert you to changes within an account before it's time to begin renewal discussions. Notifications of unsubscribe and sender verification emails ensure your brand's reputation and email deliverability rates remain high.



# Left The Company

A Left The Company (LTC) reply email may seem like the end of the road, but it actually contains valuable Account Based Intelligence your sales team can leverage. The key is identifying these major changes within your target account quickly -- before you get a hard bounce. The sooner you learn about someone leaving, the sooner you can capitalize on the four potential sales opportunities that just opened up.

## Example Email

**From:** Pamela@ABCSoftwareGroup.com  
**To:** marketing@yourcorpcom  
**Subject:** Don't Miss Out!

Hello,

Thank you for your email. Please be advised that as of July 30th, Pamela Williams is no longer with ABC Software Group. Our new Marketing Manager is Jenni Miller and she can be reached at jenni@abcsoftware.com or 800-555-5454.

Thank you,  
ABC Software Group

### Mined Account Based Intelligence:

- Notification your lead, Pamela, left
- Date she left
- New contact: Jenni Miller
- Jenni's title: Marketing Manager
- Jenni's email: jenni@abcsoftware.com
- Jenni's phone number: 800-555-5454

### Revenue Driving Actions:

- Alert the appropriate sales person
- Salesperson can develop as many as [4 new opportunities](#)
- Add new contact Jenni to database
- Reach out to Jenni to continue discussions



# Personal Replies

A personal reply email is rare -- according to [Return Path](#), only 0.02% of the email responses we receive -- but very powerful. When a lead takes the time to send you a personal response, they are engaging with you. This is a direct indication of interest, a buying signal. As marketers we must identify these immediately and coordinate with sales to respond as quickly as possible.

## Example Email:

**From:** bob.jones@readytobuy.com  
**To:** marketing@mycompany.com  
**Subject:** Re: New eBook

Thank you for sending me your new eBook. I read it and think your solution would be very beneficial to my company. Can you please have a salesperson contact me right away?

Best,  
Bob

### Mined Account Based Intelligence:

- Notification that a lead has responded personally to an email campaign

### Revenue Driving Actions:

- Alert the lead owner of the personal response
- Follow up with the customer as soon as possible

# Out Of Office

When people are away from the office, it's common practice to set an Out Of Office (OOO) auto-response. These reply emails are so commonplace that many marketers scroll right past them looking for 'more important' messages. If you think dates are the only thing you can learn from an OOO reply, you're in for a real treat when you see just how much Account Based Intelligence you can derive from these seemingly-mundane emails.



## Example Email

**From:** joe.green@abcsoftware.com  
**To:** marketing@yourcorp.com  
**Subject:** Re: Webinar invitation

Hi there!

I'm currently out of the office until March 15, 2017. During this period I will have limited access to my email.

For emergencies, my cell is 222-345-6789. If you need marketing assistance, please contact Sally Smith, Marketing Coordinator, at sally@abcsoftware.com. If you need technical support, please contact Bruce Jones, Operations Manager, at bruce@abcsoftware.com.

Joe Green  
Digital Marketing Manager  
ABC Software

### Mined Account Based Intelligence:

- Append and cleanse existing leads
- New cell phone number for your lead
- New contact: Sally Smith
- New contact's title: Marketing Coordinator
- New contact's email: sally@abcsoftware.com
- New contact: Bruce Jones
- New contact's title: Operations Manager
- New contact's email: bruce@abcsoftware.com

### Revenue Driving Actions:

- Alert appropriate sales person that Joe will be out of town and when he'll return
- Add new potential buyers to database (expanding reach within account)
- Send new contacts your most compelling CTA (looking to receive opt-in)

# Change of Email Address

Notification of a change in name or email usually signifies a major life event for your contact, a merger or acquisition of the organization, or a re-branding initiative. M&A events in particular can be huge sales opportunities -- especially if your smaller current customer is being acquired by a larger company! No matter why the change occurs, it's the perfect opportunity to reach out and get the scoop and assess how to leverage the situation.



## Example Email

**From:** janet.jones@smallfish.com  
**To:** marketing@yourcorp.com  
**Subject:** Re: Monthly customer newsletter

Thank you for your email. Please note my new email address: [janet.jones@bigfish.com](mailto:janet.jones@bigfish.com). My old email address will no longer work after June 30.

Best,  
Janet

### Mined Account Based Intelligence:

- Notification that Janet's email address has changed
- Notification that your account, Smallfish, has experienced a change

### Revenue Driving Actions:

- Update your database with Janet's new email
- Alert sales that a trigger event has occurred at Smallfish
- Use the change as a reason to reach out to Janet and touch base

# Unsubscribe Request

Some people find it easier and quicker to unsubscribe by manually replying to an email instead of searching for the unsubscribe link. These replies deserve attention for many reasons, including adherence to regulations like CAN-SPAM, prospect satisfaction, and corporate brand protection.



## Example Email

**From:** paula.prospect@targetaccount.com  
**To:** mike.marketer@yourcompany.com  
**Subject:** Re: New eBook

Hi there,

Please remove me from your list. Thank you.

Sincerely,  
Paula

### Mined Account Based Intelligence:

- Notification that someone wants to be removed from your list

### Reputation Saving Actions:

- Remove Paula Prospect from all marketing email lists
- Alert appropriate sales person so they can also remove Paula



# Sender Verification

Spam filters quarantine emails from first-time or unknown senders to prevent fraudulent emails from being delivered. Some spam filters auto-respond to these types of senders asking for verification. If you can identify these reply emails, you'll increase your deliverability rate. An increase in deliverability means an increase in engagement.



## Example Email

**From:** paula.prospect@targetaccount.com

**To:** marty.marketer@yourcompany.com

**Subject:** Re: Webinar invitation

Thank you for your recent email. My inbox is protected by a permission-based e-mail management system. This system is holding the message you sent because your email address is not on my list of approved senders.

Please click on the link below to add you to my list of approved senders and receive your original email.

Sender verification:

<http://SenderVerificationLink.com>

Please be aware that if you do not complete sender verification within 3 days, we will automatically delete your original message.

### Mined Account Based Intelligence:

- Notification that your message has been held and requires action

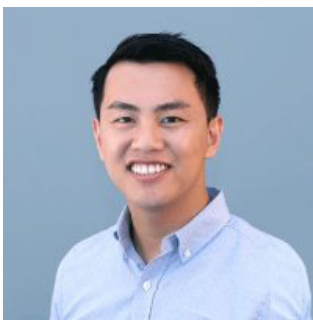
### Revenue Driving Actions:

- Complete the sender verification to ensure deliverability

# Customer Results

## Increase in Pipeline:

With an Average Contract Value (ACV) of \$20,000, DoubleDutch quickly - and painlessly - grew their early-stage pipeline by approximately \$30M and near-in deals of \$140,000.



*"From a marketing standpoint, LeadGnome has done precisely what it is supposed to in terms of helping us expand our reach within accounts and get targeted messaging in front of the right people at the right time. There's also tremendous value in its ability to continually cleanse our database, mining updated data directly from our target accounts, and ensuring we always have the freshest data possible for effective email marketing campaigns,"*

-- Henry Ngo, Marketing Programs Manager at DoubleDutch.

## Increase in Lead Quality:

Host Analytics increased the quality of their leads by 80% and the size of their database by more than 15% using LeadGnome's lead generation capabilities.



*"LeadGnome is a killer web service that uncovers new contacts within target accounts. A must-have for marketers. When we mine the email reply data using LeadGnome and pull in more contacts, we get the peers of our contacts as well as their supervisors and subordinates. Almost by default, we have an equal to or greater than quality of lead than before,"*

-- Nick Ezzo, Vice President of Demand Generation for Host Analytics.

# Conclusion

Mining campaign reply emails is a powerful addition to any organization's transformative B2B demand generation strategy as it directly supports the ultimate goal of driving revenue. Here's a recap of the benefits of using LeadGnome to automatically mine campaign reply emails:

- **Grow pipeline:** Identify additional potential buyers within targeted accounts significantly ahead of the competition.
- **Increase sales velocity:** Identify decision makers and influencers necessary to close business.
- **Increase renewal rates:** Identify changes of personnel and roles within an account before it's time to begin renewal discussions.
- **Add fresh data:** Continuously append and cleanse your database to increase segmentation, personalization, and engagement.
- **Improve connect rates:** Capture office and mobile phone numbers and determine when contacts will be in the office and available to receive phone calls.
- **Boost email delivery rates:** SPAM filters protect businesses with sender verification auto-response emails. Receive alerts to ensure messages find their intended recipients.
- **Eliminate data entry:** Automate data entry to remove human error and ensure complete and accurate customer databases.
- **Protect your brand:** Respect your customer unsubscribe requests and eliminate negative sentiment from tarnishing your company's good name.

No matter what stage of the sales and marketing lifecycle you consider, Account Based Intelligence just makes sense. So, what are you waiting for? The good news is that it's easy to gather this valuable information and put it to work for your business. LeadGnome couldn't be simpler to implement—see for yourself what LeadGnome can do for your company with our free 30 day trial.

FREE TRIAL

Contact us today for more information.

[info@leadgnome.com](mailto:info@leadgnome.com)

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