



Case Study

# QuickMobile by Cvent

## Key Takeaway

Since January 2017, QuickMobile by Cvent used LeadGnome to update 192,468 existing leads and generate 48,897 new leads with a CPL of \$0.36.

## Challenge

With a growing database of 250,000 contacts, QuickMobile by Cvent was looking for a reliable data source to continually enrich and cleanse their existing records. QuickMobile's manual data entry process for updating records was not scalable, and they needed a time-saving solution that allowed them to reallocate human resources to new business initiatives. They wanted a solution that would enrich their database by adding phone numbers, titles, etc., as they knew that reliable and accurate customer data was critical to the productivity of current and future business development.

## Solution

In January, 2017, Emily Dick, former Director of Marketing at QuickMobile prior to Cvent acquisition, started researching LeadGnome's automated reply email mining service. The company knew that auto-responses to their email campaigns, like Out-Of-Office and Left-The-Company, contained the exact type of data needed to update and enhance their leads' contact information. An automated solution that integrated with their existing Marketo system was also the answer to eliminating manual data entry and improving the efficiency of their marketing automation processes.

## About QuickMobile

QuickMobile by Cvent is a leading provider of mobile event apps for meetings and conferences. We work with event and meeting professionals to develop fully-branded event apps that keep conversations and attendee participation going long after the closing remarks. We are passionate about the meeting industry and help event companies and event managers leverage mobile to help drive increased engagement at their event. In one simple mobile solution, QuickMobile by Cvent's event apps connect attendees, distribute and manage multilingual content, promote your brand, integrate with all social platforms, and gather real-time audience and participation data. Cvent is a market leader in meetings, events and hospitality technology, partnering with some of the most recognized organizations in the world.

<https://www.quickmobile.com/>

## Results

Since January 2017, QuickMobile by Cvent has used LeadGnome's email mining solution to update and enhance 192,468 existing leads - more than 75% of their 250,000 database. Additionally, the company generated 48,897 new account-specific leads with a CPL (cost per lead) of \$0.36, which is well under the industry average.



*"The elimination of tedious manual data entry processes has given us back valuable time. We rely on LeadGnome to provide reliable data, prevent data decay, and uncover new intelligence about our leads to greatly improve the productivity of our marketing operations and business development teams."*

*Emily Dick, former Director of Marketing, QuickMobile.*

## LeadGnome Improves Database Health By:

- Automatically analyzing email replies
- Eliminating bad contacts
- Continuously enriching and cleansing existing leads (e.g., phone numbers and titles)
- Adding net new alternate contacts from auto-responses

## Key Stats:

- Enriched 192,468 existing leads
- Added 48,897 new contacts within target accounts