



Case Study

Vocera Communications, Inc

Key Takeaway

After just 3 months with LeadGnome, Vocera reached a 99.2% deliverability rate on their email campaigns.

Challenge

Vocera Communications needed a solution to improve database health and email deliverability, and fast. Like many marketing databases, their growing entries contained stale data and bad contacts -- impeding email deliverability rates, impacting business objectives, and ultimately limiting their effectiveness. Additionally, their ongoing marketing campaigns generated an overwhelming amount of email replies. Vocera team members were manually reviewing each email reply, a solution that lacked scale and forced them to quickly scan for unsubscribe requests and nothing else. Vocera needed a way to automatically sort through these replies, validate the email addresses of existing contacts, and extract sales intelligence.

Auto-responses like Out-Of-Office and Left-The-Company contain a wealth of information -- like current contact information, net new contacts, and sales trigger events. Vocera knew that adopting an automated reply email mining solution would support their database maintenance initiatives.

Solution

In April 2018, Nancy Lawson Beech, Marketing Automation Specialist and Marketo Certified Expert, and Marc Blakeney, Director of Digital and Demand Marketing, at Vocera Communications, turned to LeadGnome to automate the process of mining data from the significant amount of Out-Of-Office replies the company received.

About Vocera Communications

The mission of Vocera Communications, Inc. is to simplify and improve the lives of healthcare professionals and patients, while enabling hospitals to enhance quality of care and operational efficiency. Vocera offers the leading platform for clinical communication and workflow. More than 1,700 facilities worldwide, including nearly 1,500 hospitals and healthcare facilities, use their solutions for team members to text securely using smartphones or make calls with their hands-free, wearable Vocera Badge. Interoperability between Vocera and more than 140 clinical and operational systems helps reduce alarm fatigue, speed up staff response times, and improve patient care, safety and experience. In addition to healthcare, Vocera makes a difference in any industry where workers are on the move and need to connect instantly with team members and access resources or information quickly.

<https://www.vocera.com>

Because LeadGnome is a Marketo Certified application, the email mining solution synced perfectly with Vocera's existing Marketo Programs, allowing Nancy and her team to automatically leverage the data being mined and continuously cleanse their database. They created new workflows updating existing records, scheduling follow-up tasks, and adding new contacts to their database.

Results

The impact of LeadGnome's integration at Vocera was clear and immediate. In just 3 months, Vocera Communications realized tremendous results in both database health and growth. LeadGnome's continuous cleansing appended more than 18,000 existing records with current contact information, identified actionable sender verification/spam defender auto-responses, and eliminated more than 1,200 bad contacts. The end result? Vocera's email deliverability rate rose to 99.2%.

LeadGnome also generated more than 10,000 net new contacts - with a CPL (Cost Per Lead) less than \$0.37 - with many coming from within target accounts. This increase in high-quality leads caught the attention of their sales team which voiced their appreciation of LeadGnome.



LeadGnome is fantastic! We had no idea how many great leads we would get from LeadGnome as a result to our email campaigns. Our original goal was to improve email deliverability, but our sales team has really noticed the boost in sales-ready leads; they started asking, 'What is LeadGnome and why do we keep seeing them as a lead source?'

Nancy Lawson Beech, Marketing Automation Specialist and Marketo Certified Expert at Vocera Communications.

LeadGnome Improves Database Health By:

- Automatically analyzing campaign email replies
- Eliminating bad contacts
- Identifying updated contact information for existing records
- Adding net new alternate contacts from auto-responses
- Continuously enriching and cleansing existing leads

Key Stats:

- Reached a 99.2% email deliverability rate
- Identified/removed more than 1,200 bad contacts
- Enriched more than 18,000 existing leads
- Added more than 10,000 new contacts within target accounts