



Case Study

# Tigera

## Key Takeaway

LeadGnome sourced and influenced \$14.75M of qualified pipeline with a cost per lead (CPL) of less than \$2.50.

## Challenge

In an incredibly hot and fast growing market centered around the unprecedented enterprise adoption of microservices, containers, and Kubernetes, Tigera was experiencing significant growth to meet the demands of this market. With their sales team nearly tripling in size over the past few months, Tigera needed to improve the quality and quantity of leads in their ever-growing lead database. With a typical enterprise sales cycle of 9-12 months, the company knew it was vital to accelerate their sales cycle to meet their aggressive revenue goals. To do so, they needed to reach and engage more influencers and decision makers in key accounts in order to win more deals, faster.

Tigera knew reply emails contained valuable intelligence about leads and accounts that could help grow pipeline and accelerate sales. But the manual process of reviewing replies, mining the information they contain, and entering data into their CRM was time consuming and error prone. They knew replies held the secret to discovering new contacts and enhancing existing leads - they just needed an efficient solution.

## About Tigera

Tigera provides zero-trust network security and continuous compliance for Kubernetes platforms that enable enterprise organizations to meet their security and compliance requirements. Tigera's technology is recognized and trusted as the de facto standard for Kubernetes network security. Their open source software, Tigera Calico, provides production-grade security, and their commercial offerings layer on advanced security capabilities, enterprise controls, and compliance reporting.

*"LeadGnome is 25-times cheaper than my typical CPL. It's a no-brainer."*



Michael Kopp  
Head of Demand  
Generation at Tigera

## Solution

Prior to joining Tigera in July 2018 as Head of Demand Generation, Michael Kopp already had experience using LeadGnome at two previous companies to solve these exact problems. "Mining reply emails was one of my biggest pains," said Kopp. "My team simply did not have the time to go into those emails, even though I knew they contained gold." Kopp said he would occasionally use a marketing coordinator or intern for the job, but there was always an element of human error and an issue of the information not being timely. When time and resources allowed, they looked for additional contact information in Out-Of-Office replies, but missed the opportunities that something like a Left-The-Company provides.

When he first discovered LeadGnome, it became an instant must-have. "I was onboard from the get-go," said Kopp. "When I joined Tigera, I told our VP of Marketing, Andy Wright, that this was a tool I absolutely had to have."

Kopp made LeadGnome work as efficiently as possible by integrating with Tigera's Marketo system to automatically sync leads. Additionally, he created Marketo workflows, such as alerting account owners when a lead leaves the company and removing invalid contacts. His workflow programs also added leads to nurturing programs, quickly solidifying Tigera's relationship with these new contacts.

## Results

After creating a lead scoring engine for the company's growing database, Kopp conducted an in-depth analysis of leads generated by LeadGnome. The results were exactly as he anticipated: LeadGnome leads were superior to other sources. Not only were they high-scoring leads on the company's lead scoring engine, they were also best-fit leads. They were the right people at the right accounts that Tigera needed to be engaging. Best of all? They cost less than \$2.50 each to acquire.

## Bonus: Routing Human Replies

LeadGnome **routes** human replies, improving customer engagement.

- Marketing no longer wastes hours searching for human replies, looking up lead owners, and forwarding emails
- SDRs simply hit reply
- Customers receive more timely responses

*"LeadGnome is amazing. I don't have to forward human replies to our sales team anymore. And our reps simply hit the reply button. Win-win!"*



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Within the company's lead scoring system, there is a matrix of 14 job title functions and 9 job title levels that Tigera tracks, resulting in 5 personas that comprise their core, or in-target, personas. In other words, the right influencers and decision makers they need to engage.

Of all the replies the lead scoring engine could classify nearly half of the LeadGnome leads were solid, high-quality leads. Of all the LeadGnome leads sourced, 14.32% of them met the definitions of Tigera's best-fit personas. These weren't just high-quality leads, but rather the right leads.

Most companies would expect to pay handsomely for leads like this. But Tigera didn't have to because these best-fit leads from LeadGnome cost less than \$2.50 per lead (CPL). "I don't have any other programs that come close to a CPL of \$2.50. LeadGnome is 25-times cheaper than my typical CPL. It's a no-brainer," said Kopp.

In concert with marketing, Tigera's sales team leveraged these leads to engage their prospects more fully. And as a result, these LeadGnome-sourced leads influenced \$14.75M of qualified pipeline opportunities.

While the number of sourced leads will climb as the company continues its explosive growth, Kopp maintains that, "It's not just about creating net new leads. LeadGnome is critical because it provides broader reach within our target accounts and identifies key influencers. For many of the enterprise companies we work with, we already know who the decision makers are. We have opportunities in play. LeadGnome helps us to see the additional influencers that will help tip the scales in our favor. We now have a much more holistic picture of the teams that are making purchasing decisions - from gatekeepers, to technical decision makers, and even purchasing agents. LeadGnome gives us the contacts tightly associated with our open opportunities that we didn't have before."

## Key Stats:

- \$14.75M of qualified pipeline
- CPL <\$2.50 best-fit leads
- 14.32% of sourced leads are best-fit
- 7,217 net new leads sourced in 9 months

*"LeadGnome generated leads tend to be the managers and decision makers our team needs to close business. These key contacts are otherwise difficult to find."*



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