

# Careficient Closes 50% of Leads Generated With Gartner Digital Markets

## Client Success Story

Launching lead generation campaigns with Gartner Digital Markets helped Careficient immediately start collecting high-quality leads. Within a couple of months, Careficient was closing 50% of the leads it received from Gartner Digital Markets.



**Software category:** Home Health and Hospice EMR Software

**Solutions used:** Profiles, Lead Generation, Review Collection Service

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“Gartner Digital Markets dominates paid and organic searches, so we are confident that we are building brand recognition in a space where the buyers are actively searching for software.”

**Brad Caldwell**

COO, Careficient

**Gartner**  
**Digital Markets**



## Problem

Careficient was looking to increase the number of sales-qualified leads, establish brand recognition, and build a more predictable sales pipeline for its business. Working with a small sales team, Careficient's top priority was generating more leads within its target audience that would convert.



## Solution

Careficient launched lead generation campaigns with Gartner Digital Markets and acquired high-quality leads that closed 50% of the time. Accurate pre-qualification data and lead notes allowed its sales team to nail the pitch and close deals.



## Results

- Closed 50% of leads from its lead generation campaign
- Built brand trust and established credibility by collecting customer reviews
- Used precise pre-qualification data to get leads based on segment
- Built a more predictable sales pipeline

## Highlights

# 50%

Leads closed from lead generation campaigns

**Build your brand and capture buyer demand with Gartner Digital Markets**

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