

FreeAgent CRM Generates Consistent Pipeline With Leads From Gartner Digital Markets

Client Success Story

FreeAgent CRM, a customer relationship management software provider, aimed to reach prospective software buyers that matched the ICP the company was targeting while generating a consistent volume of leads. The company was able to convert more high-quality leads and close more deals from the leads generated with Gartner Digital Markets.



Software category: CRM

Solutions used: Profiles, Lead Generation



“We appreciate Gartner Digital Markets because of the flexibility of its criteria to reach the exact industries and ICPs we want to target. It’s also great being able to rely on a channel that supports our growth goals as a business.”

Luis Lizola

Senior Digital Marketing Manager, FreeAgent CRM

Gartner®

Digital Markets



Problem

FreeAgent CRM, a customer relationship management software provider, sought to engage high-intent buyers and increase conversion rates.



Solution

By launching Pay-Per-Lead campaigns on Gartner Digital Markets, FreeAgent CRM generated ICP-matching leads and generated a consistent volume of leads. Additionally, by utilizing the lead qualification notes from advisors, the company's sales reps were able to convert leads faster.



Results

- Registered 20% to 30% SQL-to-meeting conversion rate
- Connected with high-intent leads
- Generated a consistent marketing pipeline

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Highlights

60-70%

Of monthly SQLs came from Gartner Digital Markets' leads

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