

Gaviti Reduces Cost per Acquisition by 66%

Client Success Story

Gaviti, an accounts receivable and collections startup, sought to achieve aggressive growth targets while avoiding wasted media spend. The company launched an account-based marketing (ABM) program fueled with Gartner Digital Markets B2B Intent and reduced cost per acquisition by 66%.



Software category: Accounts Receivable Software
Solutions used: Profiles, B2B Intent, Lead Generation

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“At Gaviti, we are able to address high-intent accounts more effectively with lower costs per acquisition while using a lean marketing team.”

Ilan Hertz

VP of Marketing, Gaviti

Gartner
Digital Markets



Problem

Gaviti sought to achieve aggressive growth targets by introducing an ABM strategy that reduced wasted media spend and steered sales toward high value accounts.



Solution

The company integrated Gartner Digital Markets B2B Intent with HubSpot to streamline outbound marketing and score accounts for timely sales plays. By focusing on the right accounts at the right time, the team was able to close deals faster.



Results

- Reduced cost per acquisition by 66%
- Automated account assignment and alerts saving sales time
- Increased the number of demos that converted to closed deals

Highlights

66%

Decrease in cost per acquisition

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