

In Mind Cloud Grows MQLs Up to 40% With Gartner Digital Markets

Client Success Story

In 2017, In Mind Cloud launched a lead generation campaign with Gartner Digital Markets with the goal of reaching active buyers in the U.S. market. The company not only expanded its global reach, but also increased MQLs and pipeline growth.



Software category: Manufacturing Sales Software
Solutions used: Profile, Lead Generation

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“A lead that comes in from other lead generation platforms doesn’t always lead to a sales conversation. In contrast, every lead that comes in from Gartner Digital Markets is high-quality.”

Falk Brauer

Managing Director,
In Mind Cloud

Gartner®
Digital Markets



Problem

In Mind Cloud wanted to connect with target buyers in the U.S. but struggled to find a best-fit strategy for demand gen as many channels were too expensive, offered little control over budget, and delivered poor quality leads that were unlikely to convert.



Solution

In Mind Cloud launched a lead generation campaign with Gartner Digital Markets and began connecting with active buyers in the U.S. The company attributed 20% to 40% of MQLs each month to its Gartner Digital Markets campaigns.



Results

- Generated high-quality, midfunnel leads
- Delivered pipeline growth and high ROI
- Attributed 20% to 40% of MQLs each month to its Gartner Digital Markets lead generation campaign
- Built a predictable sales pipeline

Build your brand and capture buyer demand with Gartner Digital Markets

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Highlights

Up to 40%

Of MQLs attributed to Gartner Digital Markets each month

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