

monday.com Drives Lead Gen Efficiency and Brand Value

Client Success Story

monday.com, an all-in-one work management platform provider, was looking to scale its performance marketing strategy to expand its reach and capture buyer demand across a variety of industries and countries. With Gartner Digital Markets, the company was able to drive cost-efficient lead generation campaigns and strengthen its brand.



Software category: Project Management Software
Solutions used: Profiles, Lead Generation, Reviews

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“Beyond getting high-intent leads, there’s also value for our brand when working with Gartner Digital Markets. Showing monday.com is a strong player among strong players increases users’ trust because reviews provide reliability, and that’s what software buyers are looking for.”

Ido Kirshenboim

User Acquisition Team,
monday.com

Gartner
Digital Markets



Problem

monday.com was looking to reach and engage a multitude of cross-functional teams in a variety of industries worldwide.



Solution

By launching lead generation campaigns with Gartner Digital Markets across multiple software markets and categories, monday.com was able to use a personalized approach to its lead acquisition strategy and optimize conversion rates across the funnel.



Results

- Expanded reach to capture in-market buyers across categories and geographies
- Boosted brand reliability with reviews
- Drove cost efficiencies by tracking metrics across the funnel

Build your brand and capture buyer demand with Gartner Digital Markets

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