

# Precoro Lowers Cost Per Opportunity by 60% With Leads From Gartner Digital Markets

## Client Success Story

Precoro, a procurement software provider serving finance and accounting teams aimed to raise brand awareness and broaden its customer base worldwide. Gartner Digital Markets helped the company build its brand with reviews and generate more high-intent leads at a lower cost.



**Software category:** Procurement Software

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



"Our solution is very comprehensive and has several use cases and buyer personas. With a profile across multiple categories and geographies, Gartner Digital Markets allows us to be visible in all the segments we are targeting and capture buyers' demand."

**Maryna Marochko,**  
Growth Marketing Manager,  
Precoro

**Gartner**  
Digital Markets



## Problem

Precoro, a procurement software provider, was looking to increase lead volume and improve conversion rates by reaching in-market global software buyers.



## Solution

By upgrading to a sponsored profile and launching targeted Pay-Per-Click (PPC) campaigns in its priority markets, Precoro was able to generate more high-converting leads at a lower cost compared to other paid channels.



## Results

- Gained brand reputation with reviews and badges across multiple categories
- Experienced 22% lead-to-opportunity conversion rate
- Reduced cost per opportunity by 60% compared with other paid channels
- Achieved 80% ROI from Gartner Digital Markets PPC campaigns

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

[Learn More](#)

## Highlights

**60%**

Lower cost per opportunity compared to other paid channels