

# Squaretalk Experiences 85% Opportunity-to-Sale Conversion Rate With Gartner Digital Markets

## Client Success Story

Squaretalk, a contact center software company, aimed to reach more prospects by collecting reviews and increase conversion rates by engaging different buyer personas with lead generation. Gartner Digital Markets helped the company establish its credibility and close more deals by generating high-quality leads.



**Software category:** Contact Center Software  
**Solutions used:** Profiles, Review Collection, Lead Generation



“I would highly recommend Gartner Digital Markets for two main reasons. It provides high-quality leads and helps build brand awareness and credibility with reviews and badges.”

**Noam Dorr**  
Marketing Manager,  
Squaretalk

**Gartner**  
Digital Markets



## Problem

Squaretalk, a contact center software company, wanted to position itself as a category leader by strengthening its presence in its target markets while reaching more prospects.



## Solution

By launching Pay-Per-Click campaigns on Gartner Digital Markets and collecting reviews, Squaretalk was able to improve its opportunity-to-sale conversion rate and close more deals.



## Results

- Experienced a 28% MQL to SQL conversion rate
- Collected more than 80 customer reviews
- Targeted multiple buyer personas in multiple categories across the globe

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

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## Highlights

**85%**

Opportunity-to-sale  
conversion rate