

Swipeclock Accelerates New Product Growth With Gartner Digital Markets

Client Success Story

Swipeclock, a human resources (HR) software provider, aimed to generate more inbound leads and build greater brand awareness for its recently acquired product, ApplicantStack. The company was able to support its go-to-market strategy by quickly establishing brand credibility in competitive HR categories and generating sales-ready leads with Gartner Digital Markets.

swipeclock

Software category: HR

Solutions used: Profiles, Lead Generation, Review Collection



“The number one benefit of using Gartner Digital Markets is having the ability to successfully launch a new product and being able to fill the funnel and provide leads immediately to a hungry sales team.”

Dan Saunders
Senior Director of
Growth and
Performance Marketing,
Swipeclock

Gartner
Digital Markets



Problem

Swipeclock, an HR software provider, sought to build brand credibility and quickly generate sales-ready leads for its product, ApplicantStack.



Solution

By launching Pay-Per-Lead campaigns on Gartner Digital Markets, Swipeclock generated ICP-matching leads and generated a consistent volume of leads. Additionally, by utilizing the lead qualification notes from advisors, the company's sales reps were able to convert leads faster.



Results

- Achieved 15% win rate from Gartner Digital Markets' leads
- Collected 1,500+ reviews for ApplicantStack since the product launch
- Earned top-rated report badges for applicant tracking, onboarding and recruiting software categories

Build your brand and capture buyer demand with Gartner Digital Markets

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Highlights

38%

Lead-to-opportunity
conversion rate