

CMiC Achieves 41x ROI on Leads Generated With Gartner Digital Markets

Client Success Story

CMiC, a construction ERP software provider, aimed to reach prospective software buyers in its niche market and effectively track the marketing-qualified leads (MQLs) being generated. The company was able to capture more demand with its target buyers and ultimately achieve 41x return on investment (ROI) on the leads generated with Gartner Digital Markets.



Software category: Construction ERP Software

Solutions used: Profiles, Lead Generation



“Even though we use other paid marketing channels, we have found that Gartner Digital Markets is our number one PPL lead gen channel from a pipeline ROI perspective.”

Jason Rumanek

Head of Growth
Marketing, CMiC

Gartner
Digital Markets



Problem

CMiC, a construction software provider, sought to increase its visibility in its target markets and engage high-intent buyers.



Solution

By launching Pay-Per-Lead campaigns on Gartner Digital Markets, CMiC generated ICP-matching leads and achieved 41x ROI. Additionally, by partnering with its account manager, the company was able to optimize its bidding strategy and reach more target buyers.



Results

- Connected with more high-quality leads who are ready to buy
- Achieved 37% lead-to-MQL conversion rate
- Optimized its bidding strategy

Build your brand and capture buyer demand with Gartner Digital Markets

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Highlights

41x

ROI on leads
generated with Gartner
Digital Markets

Gartner
Digital Markets