

AG SALESWORKS INCREASES CUSTOMER RESPONSE RATES 32%

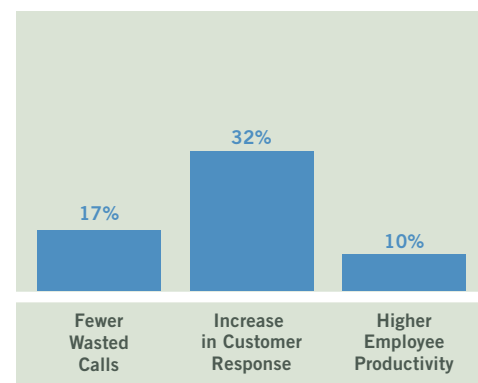
AG Salesworks provides diverse outsourced marketing and sales solutions to large and small companies across diverse industries. The company offers results-driven, end-to-end marketing programs, including B-to-B lead generation via targeted email and telesales campaigns. When AG Salesworks is contracted by a client to run a lead-generation program, the AG Salesworks team first starts by creating a targeted, high-quality list of leads based on the client's market and unique sales objectives. Normally, AG Salesworks assembled this list from disparate sources, buying thousands of unfiltered and untargeted contacts from data providers and then manually scrubbing the lists to find relevant contacts. Many of the contacts AG Salesworks identifies, however, do not contain email addresses – crucial for high-impact multi-channel marketing. By manually stripping out irrelevant targets, AG Salesworks was able to provide its clients with high-quality leads tailored to their unique needs, but the process was costly and time consuming. In fact, the AG Salesworks staff spent 20-25% of their time just gathering and assembling contact lists. AG Salesworks needed a way to streamline the list acquisition process so that only high-quality business contacts were used for customer programs.

“The cost of a list only makes up 5% of the budget for a prospecting program, but has the single greatest influence over the results,” said Pete Gracey, President of AG SalesWorks. “The cost for contact information may only be \$1 per record, but the cost of a wrong number or an irrelevant name can easily exceed \$10.”

SOLUTION

AG SalesWorks chose to use Demandbase's online marketplace to dramatically improve the relevancy and accuracy of the contact lists it uses for its clients' marketing programs. The company set out to improve the quality of the contacts in its marketing lists, and to segment the contacts into targeted lists for individual campaigns based on interests, behaviors, response rates and demographic information. Using Demandbase's online service at www.demandbase.com, AG was able to acquire pre-scored, high-quality business contacts that matched each client's target audience – so the team didn't have to scrub the lists after they purchased them. In a

CALL CENTER IMPROVEMENTS USING MICROTARGETING TECHNIQUES



→ FIND LEADS NOW

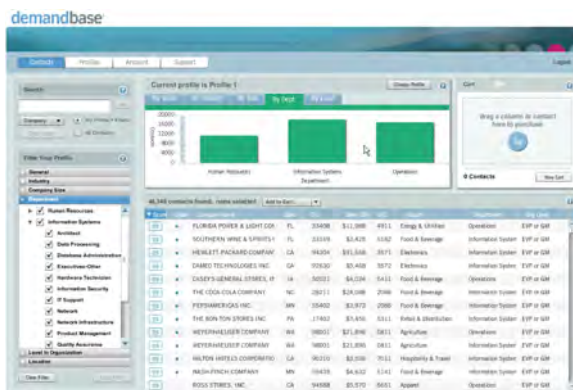


ABOUT AG SALESWORKS

Founded in 2002, AG SalesWorks provides marketing and sales results for clients worldwide, including many Fortune 500 companies.

www.agsalesworks.com

matter of minutes, Demandbase's powerful search technology matched AG's requirements against millions of possible business contacts to find the leads most likely to respond and convert into selling opportunities. There was no minimum purchase requirement, no subscription commitments and no "trial" period. AG simply selected the contacts they wanted and checked out using a credit card, saving time, money and the headaches usually associated with sorting through thousands of irrelevant contacts.



"With Demandbase, the quality of contacts is much higher than the industry average, and they are automatically scored for relevancy, accuracy, and responsiveness, so we know from the outset we are maximizing the campaign potential," said Mr. Gracey.

RESULTS

AG Salesworks realized improvements in staff productivity and campaign effectiveness, as well as dramatic cost reductions the first time they used Demandbase. Today, the AG Salesworks team spends just 10-15% of their time acquiring and assembling contact lists for client campaigns – doubling productivity almost overnight. AG Salesworks employees can spend more time actually contacting potential customers for their clients, boosting client satisfaction and driving more qualified leads that result in sales. What's more, since Demandbase contacts are highly targeted and pre-scored for accuracy, they result in fewer wrong calls or misdirected emails, helping AG Salesworks reduce the number of wasted phone calls by 17% and increase response rates from target buyers by 32%.

"In a business where you are paid based on your overall results, every minute counts," said Mr. Gracey. "To double employee productivity translates into better campaign results for our customers and more dollars earned for AG Salesworks."

→ FIND LEADS NOW

ABOUT DEMANDBASE

Demandbase offers a new breed of On Demand software that is changing the way sales and marketing teams reach new customers. The company is headquartered in San Francisco, California and backed by Adobe Systems, Inc. and Altos Ventures, a leading Silicon Valley venture capital firm.

San Francisco
244 Jackson Street, 3rd Floor
San Francisco, CA 94111
415.683.2660

www.demandbase.com