Business Case

Driving Higher Conversion with Salesforce Lead Scoring System

Overview

Stridely Solutions partnered with a leading manufacturer and distributor of building equipment to implement a Salesforce-based lead scoring and segmentation solution to improve their marketing operations. The lead scoring solution included lead segmentation, reduced redundant targeting, and enhanced conversion rates.

The Client

The client is a leading distributor and after-sales service provider of a diverse range of manufacturing equipment. The client sought to enhance their marketing effectiveness and drive sustainable business growth while operating in a highly competitive market.

Challenges

- Managing and segmenting a high volume of available leads
- Reducing churn from existing direct response campaigns
- Eliminating redundant and repetitive targeting efforts
- Attracting high-value subscribers to the company's offerings
- Maximizing revenue per subscriber without escalating costs
- Improving lead prioritization and conversion rates

Solution

Stridely Solutions implemented a robust lead scoring system using Machine Learning to automate the lead scoring mechanism. The Salesforce lead scoring solution leveraged machine learning and data analytics to enhance lead management, improve marketing effectiveness, and prioritize high-value prospects. Key features of the solution included:

- **Automated Scoring Mechanism**: Leveraged machine learning models built on historical customer data to evaluate and assign scores to potential leads based on their likelihood to convert.

- **Data-driven Insights**: Analysed historical data to develop predictive profiles and prioritize B2C customers with high conversion potential.

- **Granular Customer Segmentation**: Created smaller, targeted customer groups using predictive modelling for precise lead scoring.

- **Customizable Thresholds**: This enabled marketers to define scoring thresholds through an intuitive slider control, ensuring that marketing efforts targeted the most promising leads.

- **Seamless Integration**: Provided an export feature to transfer scored leads via an integrated API to the client's existing CRM system and marketing platforms, enabling smooth campaign execution.

Results

Achieved higher efficiency in lead management, significantly improving marketing outcomes.
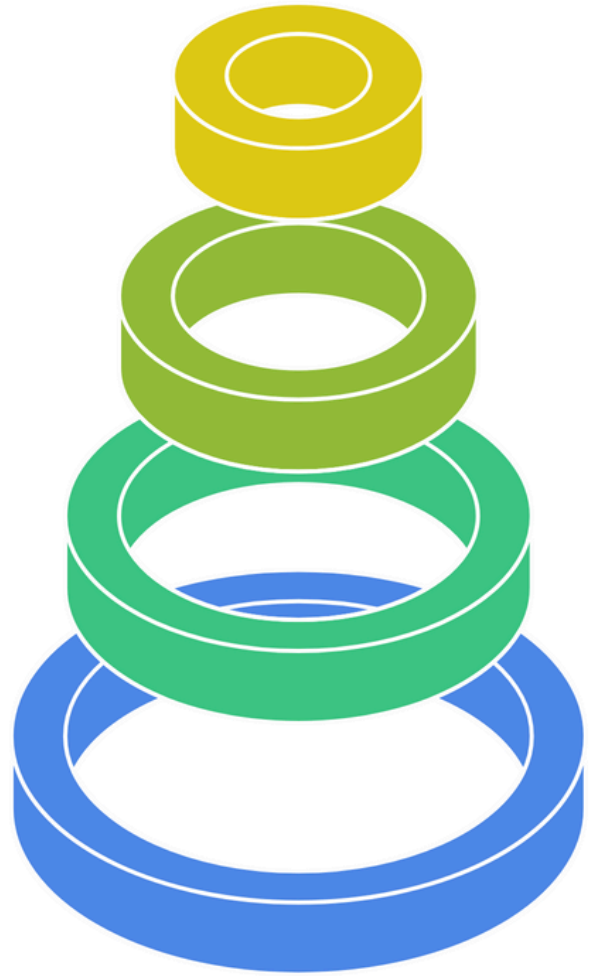
Increased lead conversion rates while reducing overall marketing costs.

Enhanced understanding of customer profiles, leading to more effective and personalized marketing campaigns.

Automated lead generation and scoring processes, enabling the client to prioritize and focus on high-value leads.

Streamlining the Lead Generation Process

Stridely Solutions addressed the client's challenges by thoroughly analyzing their existing CRM system and identifying gaps in lead generation. We implemented Salesforce lead scoring with technologies such as machine learning, helping the client automate their lead management process and derive actionable insights from vast datasets.
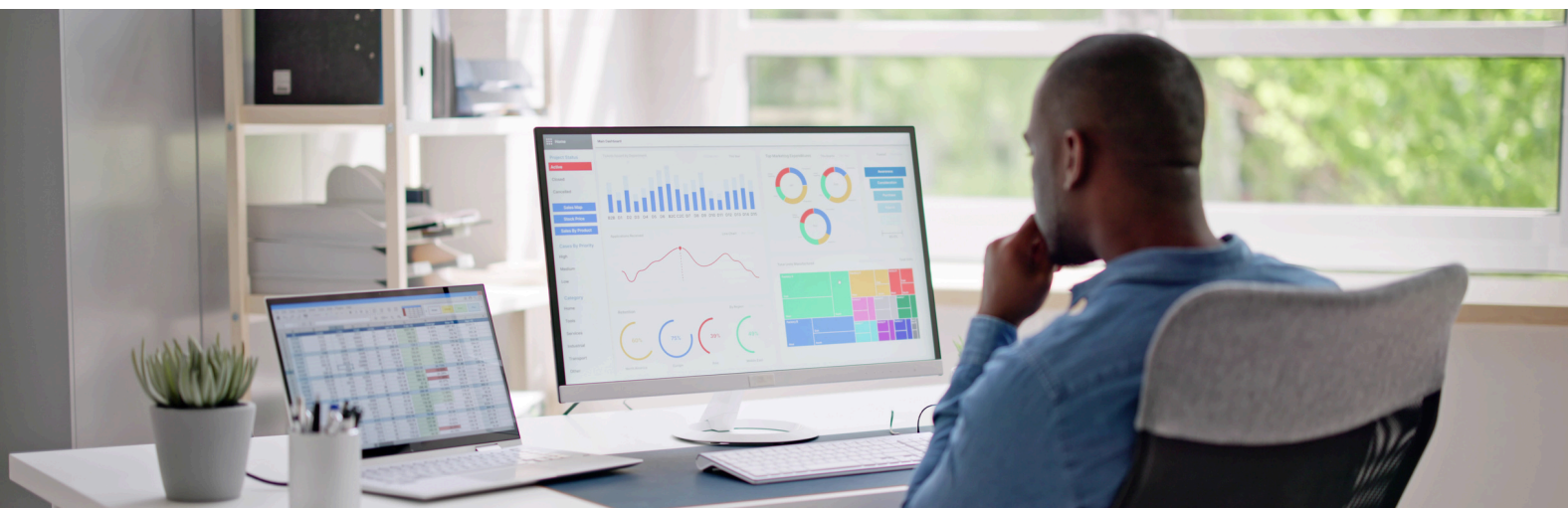
About Stridely Solutions

Stridely Solutions fosters business excellence through seamless digital transformation Solutions. We leverage our Salesforce expertise to deliver comprehensive end-to-end CRM services, including consulting, implementation, customization, third-party integration, and ongoing support. Our certified Salesforce engineers offer a full suite of professional services, empowering businesses to maximize the value and efficiency of their Salesforce CRM.

CANADA
- Ontario

USA
- Ohio

INDIA
- Ahmedabad
- Baroda
- Pune

+91 79491 96111

Info@Stridelysolutions.com

www.stridelysolutions.com