



CHALLENGES

- › Generate enough leads to support an aggressive sales force.
- › Find business software prospects ready to buy hosted CRM.

SOLUTION

- › Gate58 Targeted Lead Program

RESULTS

- › ROI delivered by Gate58's program outperforms other lead generation programs by 3X.

CUSTOMER CASE STUDY

Gate58 Leads Fuel Infusion Software's Growth

Targeted lead program delivers business software prospects actively seeking hosted CRM solutions.

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Kyle Leavitt, Sales Manager

Aggressive Growth Requires Many Leads

Infusion Software helps small businesses grow fast by automating their marketing, sales, and customer management. This focus on serving the needs of small businesses has resulted in rapid growth for the company. Infusion Software has doubled their revenue each year, for the last three years, and earned a ranking on the Inc. 500.

To support an aggressive and growing sales force, Infusion Software's marketing department generates more than 2,000 leads a month. “To feed the sales machine, we need quality leads, and lots of them,” reports Kyle Leavitt, Sales Manager, for Infusion Software.

Infusion Software has very specific lead requirements. The perfect lead is a small business, located in the United States, who is actively looking for hosted CRM software.

Business software lead generation is an expensive and difficult exercise. Internal programs are often costly and unpredictable, and many leads fall outside the target market. To hit their sales goals, Infusion Software relies on a variety of lead sources, from traditional trade shows and advertising to innovative affiliate marketing and pay-per-lead programs like Gate58's.

Partnering with Gate58

Gate58' pay-per-lead program provides Infusion Software with a significant number of targeted

prospects each month. “We’ve worked with a number of pay-per-lead vendors,” says Leavitt, “and Gate58 far and away provides us with the highest quality leads and the best results.

The profitability of Gate58 leads is nearly three times that of our other paid lead programs.”

A+ Quality Leads

To ensure highly qualified leads, Gate58 manages a network of authoritative websites, such as Business-Software.com, that provide research reports and evaluation tools to help CRM prospects make better buying decisions. “The leads we receive from Gate58 are real people, with real needs, with real dollars to spend. It doesn’t get much better or easier than that,” remarks Leavitt.

All leads generated by Gate58 go through the company’s Lead Quality System that weeds out duplicates, and catches leads that have incomplete or inaccurate information. Only the best leads are passed on to the client. “Unlike other vendors, that expect you to pay for poorly

targeted leads, Gate58 works with us to ensure we receive, and pay for, only the leads that fit our criteria,” notes Leavitt.

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Fast Follow-up is Key

Using their own software, Infusion Software has set up automated processes that ensure leads are contacted within ten minutes of being received. Gate58 leads tend to rise to the top of the pile. “Our sales people love Gate58’s leads, and these are the ones they call on first” says Leavitt. This process ensures the prospect is receptive to the call, and that no qualified leads fall through the cracks.

“Gate58’s marketing programs have become an important component in our lead machine,” concludes Leavitt. “They have helped us grow our business over the last twelve months, and we are counting on them to help us achieve our sales goals in the years to come.”

CUSTOMER PROFILE

- › Company: Infusion Software
- › Website: www.infusionsoft.com
- › Location: Gilbert, Arizona
- › Software Segment: Hosted CRM

About Gate58 Marketing

Gate58 is a high-volume source of quality business software leads. Each month we deliver thousands of targeted, qualified prospects to technology companies of all sizes.

Gate58’s targeted lead program help our clients reduce the cost of lead acquisition by more than one third and increase their sales pipeline.

Founded by ex-Siebel executive Sherman Hsieh, Gate58 is a privately held company with offices in San Mateo, Chicago, and Shanghai, China. Gate58’s customers include some of the most successful technology companies in the world.

Could your company benefit from hot leads, on demand? Contact us today. 650-376-1915.