HOW BLACKBAUD GENERATED 500 LEADS BY UNCOVERING BUYER INTENT

Blackbaud is the industry leader in cloud software for non-profit organizations, serving over 40,000 customers in 60 countries. The company invests heavily in its demand generation efforts to reach more corporations, foundations and social good institutions around the world. To increase awareness of its Blackbaud University training program, the marketing team chose SnapApp to identify higher quality leads and close more opportunities

The Challenge

Blackbaud offers nearly 40 different cloud-based solutions, designed for organizations from healthcare providers to faith communities. But after investing marketing budget in its Blackbaud University training program, the company's campaigns did not generate the number or caliber of leads it had hoped for.

The Solution

To improve nurturing efforts throughout the buyer journey, Blackbaud's marketing team developed several SnapApps with lead-qualifying questions, which also gave prospects a comprehensive view of the results they could achieve with Blackbaud's products. The interactive assets enabled potential leads to visualize how they would benefit from Blackbaud University training, and even "try on" their peers' results for size by applying them to their own organizations.

The Results

Through question-based interactions, Blackbaud was able to increase the number of warm leads in its sales pipeline. Additionally, the SnapApps created by Blackbaud's marketing team became key tools for sales during

discovery calls. As part of every conversation, Blackbaud's sales team shows prospects the, "Save 20 Minutes" resource, instead of a static PowerPoint deck, designed to show–not tell–the benefits of Blackbaud University training.

Within two months, Blackbaud's marketing team brought in nearly 500 qualified leads for sales. As a result, the sales team closed out the month of March at 184% of quota for the first time ever, and finished Q1 at 133% of quota.

Don't let sales and marketing misalignment impact your bottom line. With SnapApp, you can identify high quality leads that turn into deals. Schedule a personalized demo at www.SnapApp.com/demo.

> "We wanted to breathe new life into the way we engage with our customers–but we didn't want to sacrifice integration with our existing marketing automation and CRM platforms."
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> **- Amy Bills, Marketing Director at Blackbaud.**