



# HOW HYLAND SHORTENED ITS SALES CYCLE BY 80% WITH SNAPAPP

Hyland, creator of OnBase, is a leading provider of information management solutions, helping more than 19,000 organizations handle their most critical content, cases, and processes. The company's marketing team wanted to generate more qualified leads and extend the reach of its core marketing assets, so they turned to SnapApp. Here's how Hyland closed a \$121K post-event sale with an 83% faster sales cycle using SnapApp.

## The Challenge

Hyland was juggling multiple marketing assets in tandem with different promotional channels, and a focus on in-person events. To augment their lead pipeline, the demand generation team wanted to uncover more top-of-the-funnel prospects and support their overall goal of identifying more qualified, higher quality leads. To reach more prospects before key events, Hyland needed a way to increase brand awareness and educate attendees even before they visited the booth.

## The Solution

To improve demand generation efforts and better engage customers before events, Hyland selected SnapApp's platform for several key reasons, including its seamless CRM integration, ease of use, and range of interactive asset types. With SnapApp, Hyland's marketing team was able to easily create customized assets without the help of designers or developers, and create dozens of different reader experiences across campaigns.

## The Results

Hyland's marketing team created over a dozen apps in under six months, focusing on pre-event surveys and assessments, and using lead qualifying questions to score

their readers and uncover purchase intent. Not only did Hyland's interactive assets generate better lead data, but they also created more campaign touchpoints to extend the life of longer-form core assets.

Through question-based interactions, Hyland was able to stay top of mind prior to the event, and even converted several leads before the event kicked off. In fact, an attendee who visited Hyland's booth became a highly scored prospect based on their level of engagement, and within three months of the event, a \$121K deal was closed, 83% faster than Hyland's typical 18-month sales cycle.

Reach more prospects and generate the leads that sales is demanding with SnapApp. Schedule a personalized demo at [www.SnapApp.com/demo](http://www.SnapApp.com/demo).

"It's more than just an easy way to help us build engagement, SnapApp provides an outlet to gather information to help us support our sales team and meet our lead qualification goals,"

- Michael Lovett, Content Marketing Manager, Hyland