

# HOW MONTAGE GREW LEAD FORM CONVERSIONS 5X WITH SNAPAPP

Montage, a leading provider of hiring software, partners with global brands and Fortune 500 companies to help them sharpen their recruitment efforts and improve their hiring practices. The marketing team wanted to continue growing the new business pipeline, and chose SnapApp to uncover qualified leads and gather insights for sales.

## The Challenge

Montage's marketing team consistently drives a significant percentage of the company's new business growth. To continue delivering a high volume of leads without sacrificing quality, or losing sight of their ideal client, the team needed a way to generate sales-qualified leads with the right intent signals.

To combat form fatigue, the team was looking for a way to gather prospect intelligence for sales, while offering a unique and engaging experience for their prospects.

## The Solution

The team overhauled their lead generation strategy and established an email marketing program to get their content in front of a wider audience. But instead of relying

on static lead forms and gated content, they used SnapApp to add lead-qualifying questions to their existing PDFs to gather key insights about their leads and their intent to purchase. The team promoted their lead-qualifying PDFs on landing pages, in email campaigns, on social media, in targeted ads, and as part of their webinar follow-up strategy.

## The Results

Montage's lead-qualifying PDFs saw an average lead form conversion rate of 51 percent, about 5x higher than the industry benchmark of just 11 percent, according to Formstack. Not only was the marketing team able to fill the new business pipeline with quality leads, but they equipped sales with key insights about their leads that helped drive their follow up conversations.

To improve alignment, marketing worked with sales to develop lead-qualifying questions to be used in their PDFs, and sales gave marketing consistent feedback on the leads they were sending. Together, both teams developed joint processes to nurture and track MQLs from SnapApp throughout the sales cycle. With SnapApp, the marketing team demonstrated ROI and established themselves as key contributors to the company's new business growth.

Start generating the leads that turn into deals, and drive revenue for your organization. Schedule a personalized demo at [www.SnapApp.com/demo](http://www.SnapApp.com/demo).

"SnapApp helps my team better gauge a prospect's level of engagement, so we can uncover additional information prior to calling or emailing, allowing for a more personal conversation, rather than a sales pitch ... We can also determine if the content we share is relevant, and what other assets will help inform and guide their buyer journey."

- Julie Friebe, Account Development Consultant, Montage