

Case Study

maxager®

Spoke powers some of the world's largest and most connected sales organizations.

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Company Background

Maxager Technology, Inc. provides subscription software services to manufacturers, helping them to improve pricing, sales planning, and product or customer mix decisions. Their solution, accessible over the web, allows companies to combine sales and financial information from ERP systems with “velocity” information (e.g. units per minute) from shop floor systems to provide visibility to exactly how fast each product generates revenue for the business. Maxager's customers include leading manufacturing firms like U.S. Steel, and range across a variety of sectors including specialty chemical, paper, packaging, metals and semiconductor manufacture.

Sales Process

Maxager is focused exclusively on manufacturing companies, particularly those with large product and customer portfolios. As such, they have built a sales and marketing organization that allows them to execute a highly focused customer acquisition process. This starts with Maxager's marketing team developing targeted prospect lists which are then used to execute personalized e-mail campaigns.

The sales process continues with a lead development organization, partially augmented with third-party telemarketing firms, to work through leads and identify the right individuals to target within the account. Once qualified leads are identified, Maxager's field sales organization picks up the leads and works on closing them.

Business Challenge

With such a specific target customer base, Maxager had little use for the broad, un-targeted lists available from most list vendors and data providers. Yet, they needed a way to rapidly and cost-effectively build their sales pipeline within their target industry to generate new leads.

Although they had access to Hoover's information, they found it didn't have deep enough information on people. They needed a way to find lower-level contacts, by specific title, within their target accounts. The marketing team, in particular, needed a system that allowed them to identify a sufficient volume of appropriate prospects within their target companies and industry, in order to execute outbound campaigns.

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– Jason Stewart,
Head of Marketing Programs

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Selecting Spoke

The Maxager team selected Spoke primarily due to its unique information on contacts below C-level. Using Spoke, their marketing and sales people were able to search for the exact titles they were interested in at specific accounts – allowing them to do highly targeted lead generation efforts with their best prospective customers.

In addition to the name and title, Spoke also provided key background information – such as past positions, web content, and e-mail pattern – on these people, enabling Maxager's users to more efficiently gather the information they needed prior to engaging with the prospect. And Spoke's ability to instantly upload contacts from Spoke to their salesforce.com instance was another key factor in their selection.

"We found that Spoke had the contacts we needed to fill our pipeline quickly," said Jason Stewart, head of marketing programs at Maxager. "There really was no other data service we found that had the specific information we could get in Spoke."

Business Impact

Spoke's impact on Maxager's customer acquisition process has been felt in two main areas: more leads and improved efficiency. The Maxager team has built out significant new pipeline by identifying prospects in Spoke and adding those people as contacts to their salesforce.com instance.

"Using Spoke's integration with salesforce.com, we have added literally hundreds of hard-to-find contacts from Spoke into our prospect database," said Stewart. "We grew our prospect database by 14% in the first month alone and, best of all, the integration worked with a few clicks without requiring any expensive customization."

Not only is Spoke delivering significant new leads, but Maxager's sales reps are able to get the information they need much more efficiently. The process of finding contacts that previously required multiple phone calls to the account has been significantly streamlined through a simple Spoke search.

"We used to make dozens of calls just to find the right person to target," explained Stewart. "Now we can find those people much faster, and that means more time selling and less effort wasted."

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