



**5x**

Increase  
ABM accounts

CASE STUDY

**ABM MARKETING**

## BACKGROUND

Arcadia Data was growing but not staffed to handle the amount of scored, inbound leads. As the first visual analytics and BI software solution native to modern data platforms, Arcadia Data allows users to analyze large volumes of data without moving it, filling the gap between self-service Business Intelligence and advanced analytics.

## CHALLENGES

Arcadia Data's small SDR team simply was not physically able to handle the amount of inbound and scored leads that Arcadia Data's marketing department created. They needed to increase the number of qualified leads to fill the sales pipeline and strengthen their account-based marketing approach (ABM). They needed a solution to ensure that leads moved through to initial meetings and did not fall through the cracks.

## SOLUTION - ACCOUNT BASED MARKETING

Arcadia Data brought DemandZEN on board to improve SEO and web traffic, in addition to prospect nurturing and content creation, all in an effort to set a minimum of 440 meetings

with prospects, triple the marketing-driven sales pipeline and bridge the connection between the marketing and sales departments. In addition to a comprehensive ABM approach, the DemandZEN team coordinated warm lead follow up through nurture and email campaigns as well as cold calling and appointment setting.

## THE RESULTS



**8200%**  
increase in  
leads



**\$2.5**  
million  
closed-won



Before teaming up with DemandZEN, we weren't staffed appropriately to handle the growth of scored, inbound leads. We leaned on DemandZEN and invested in the numbers of callers on that backlog

**Vice President, Marketing**

## **SUCCESS**

The numbers really do speak for themselves. In addition to 561 meetings (and counting), the Arcadia Data team has seen a 5x increased in leads generated from named accounts, 3x increase in marketing-driven pipeline, \$8.2 million in generated pipeline and \$2.5 million in closed-won revenue.

## **LET'S TALK**

If you're interested in learning more about how DemandZEN can transform your sales and marketing efforts through a unique appointment setting campaign, give us a call or visit our website.



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