



First Databank (FDB) works closely with LeadJen to support specific business-to-business direct marketing campaigns to enhance lead qualification and management. The company has generated first year account revenue from sales directly related to LeadJen campaigns valued at four times the lead generation investment, and has a sales pipeline with a first-year account value that will more than double current results.

Challenge

FDB, a provider of drug knowledge that is embedded within information systems throughout healthcare, helps healthcare professionals make precise medication-related decisions. FDB's drug knowledge is critical to the success of these software solutions – such as order entry, electronic health records and pharmacy dispensing systems – and plays a major role in improving patient safety and healthcare outcomes. FDB's customers are very loyal, with some relationships spanning decades. Many of these relationships began after very thoughtful consideration by the prospective customer about with whom the company would partner.

It's only natural then that FDB would look at direct marketing – and telemarketing, in particular – as part of its lead generation mix. Hence, David Manin, director of marketing for FDB, sought a sophisticated and insightful partner to help deliver solid returns while demonstrating long-term benefits.

Solution

FDB hired LeadJen because the company is methodical in its gathering and transference of knowledge. LeadJen uses Jesubi, an automated lead generation system it helped develop, to capture and deliver this information.

Through the Jesubi data and reporting system, combined with analytics from FDB's contact relationship management (CRM) system, Manin was able to gain insight into which types of campaigns worked best for FDB's business context. Manin identified that there was a large disparity in results between what he categorized as "known" and "unknown" campaigns. "Known" campaigns target existing customers for up-selling and prospects who have indicated some level of interest in FDB solutions. "Unknown" campaigns targeted individuals and companies with which FDB did not have any current relationship, such as trade show attendees.

Comparing these two approaches, Manin was able to see that, with specific exceptions, the “Known” campaigns were exponentially more successful for FDB than straight cold calling of unknown prospects



(the data for the “Unknowns” indicated that although LeadJen was able to schedule appointments with some of these prospects, they were not yet ready to buy). These leads traditionally were given directly to regional sales managers, but the volume of these leads was so high that they often were overlooked and opportunities were missed. Hence, Manin focused FDB’s direct marketing efforts to LeadJen to qualify and nurture “Known” category prospects.

The largest percentage of leads came from a phone call follow up to an email campaign to a “Known” prospect.

The email serves as a way to open the channel again and the reason the company is contacting the prospect is very clear. For example, to set an appointment during a trade show on a particular date. Emails also included links to supporting content, such as landing pages.

Most campaigns involved two emails and six phone calls in a cadence that was “professionally persistent.” On the first day, a “Known” prospect received both an email and a phone call. Contact with the prospect was then spread across the business week. For example, they received a call after two business days, another call after three business days, then a second email four business days later that referenced prior attempts to get in touch.

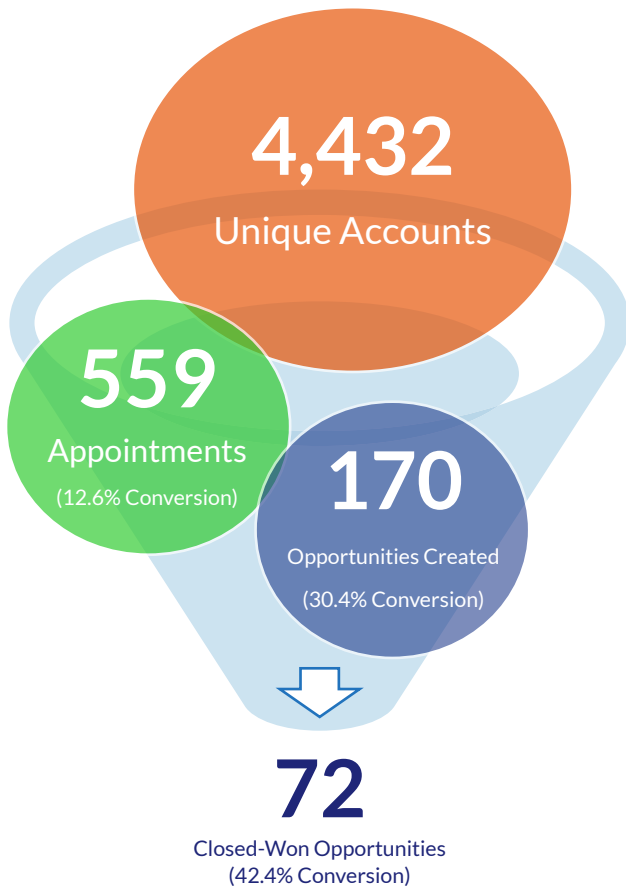
Outcome

LeadJen has generated leads that have converted to sales with a first-year account value worth quadruple the company’s investment in the effort. Since FDB’s customer relationships tend to be long-term, the real value of these leads, over time, is many times greater.

In addition, FDB has dozens of open opportunities in the pipeline with a first-year account value that more than doubles current results.

During the first three years of the company’s relationship with LeadJen, closed opportunities for all “Known” campaigns had a 42.35 percent conversion rate, meaning nearly 43 percent of the appointments made converted to sales.

“There was a lot of pressure to deliver results quickly with lead generation efforts,” said Manin. “I was able to show executives that the long-term results justified a front-end investment.”



In addition to the insight that LeadJen is able to provide about campaigns and messages, Manin attributes LeadJen’s success to the business acumen and longevity of the company’s people.

“The person who has performed the majority of the calling activity for FDB is professional, diligent, aggressive but not “pushy,” and communicates well with our sales staff,” said Manin. “She really understands our target audiences, and can refine complex information and discussion points into something that is easy for prospects to understand.” ▲

Across the globe, LeadJen has developed partnerships and supplied services that increase sales growth through database building, marketing campaigns, & appointment setting. These advances enable any company, in any industry to improve marketing campaigns and grow sales revenue. LeadJen is consistently blazing past phenomenal benchmarks of appointment generation & pipeline growth.

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