silktide prospect

HEROLD.at

How HEROLD generated more leads and increased conversion rates

"Without doubt, this is one of the most important sales tools in our sales reps' hands. By using Prospect, sales reps have the confidence that they can convert a business lead into a paying customer more easily"

Christian Descher - Head of Product Management, HEROLD

The challenge

HEROLD wanted to generate more qualitative leads for the sales organisation, while at the same time improve the sales conversion rate and the associated revenue for websites and presence management.

A major hurdle to overcome was that potential customers did not know whether their online presence and / or website was good or bad. This meant sales reps had to use multiple tools and visuals to try and convince a business to make changes.

"Results are what matter and Prospect has delivered a clear improvement of our results."

Martin Kargl - CEO/CCO, HEROLD

The solution

HEROLD selected **Silktide Prospect** as an accurate, comprehensive and robust solution to improve lead generation and structure the sales process.

HEROLD was able to create clear call-to-actions in lead generation campaigns. The Silktide reports provided an objective and detailed view of the website and online presence of the SMB.

Field based and telesales teams were able to utilise Silktide Prospect reports to produce a structured and objective assessment of a business's website and online presence.

The flexibility and adaptability of Silktide's platform was key to HEROLD's selection of Silktide as a solution provider.

Outcomes

Silktide Prospect's reports significantly improved the volume and quality of hot leads delivered to sales. This impacted positively on the performance of sales teams who trust the results.

Higher engagement
Marketing campaigns with Silktide reports had a 3x higher click-through (9.3% vs. 3.2%).

Hot leads generated
4.7% of all targeted businesses ran a digital health check.

High sales conversion
12% of the businesses that conducted a digital health check were converted to a sale.

Higher ARPA
Converted leads result in more than double the revenue (compared to the control group not using Prospect).

Success in multiple sales channels
Leads were converted in telesales (10%) and field sales (90%).

"Through our testing, we have proven conclusively that Silktide Prospect can improve our lead generation campaigns and, more importantly, improve the results of our sales teams."

Michael Haberl - Lead Generation, HEROLD

About HEROLD

HEROLD specialises in online media and marketing services, bringing together sellers with potential clients in keeping with its motto: "we connect buyers and sellers". Around four million consumers use HEROLD's online portals and apps to find the right local service provider.

About Silktide

Silktide is a web intelligence company based in the UK. Founded in 2001, they help analyse the digital presence of tens of millions of businesses every year. Learn more about Silktide at silktide.com