

HOW APP DATA ROOM INCREASED LEADS BY 300% WITH METADATA

THE CHALLENGE

App Data Room, the leading enterprise sales enablement platform for global sales and marketing teams needed a solution to economically accelerate growth and generate high quality leads at scale.

THE PROBLEM

App Data Room was on a fast paced upward trajectory where they needed to continue their momentum while reducing overhead. They needed to scale up quickly to generate the requisite volume and quality of leads they ultimately needed to accelerate their growth.

THE SOLUTION

Using Metadata's high-touch managed services, App Data Room was up and running highly targeted advertising campaigns within 4 weeks. To ensure ongoing success, Metadata conducted customer calls every week.

"The entire onboarding process with Metadata couldn't have been smoother," said App Data Room VP Marketing Matt Greener. "The personal service provided was exceptional and once our campaigns were up and running we had highly targeted, high quality leads flowing into our marketing automation platform at an accelerated pace."

THE RESULTS

Using machine learning and artificial intelligence, Metadata's continuous optimization platform delivered a 300% increase in leads when compared to previous similar campaigns, engaging over 15% of those accounts and creating multiple new opportunities. In addition, Metadata drove increases in new MQLs within the span of the promotion and 3.7x times increase in click through when compared to previous campaign performance.

30 DAY CAMPAIGN

563
Accounts Targeted

300%
Increase in New Leads

3.7%
Lift in Average CTR



X3 Increase in leads compared to previous campaigns

15% Conversions from 563 targeted accounts within 30 days

X3.7 Increase in clicks
(compared to previous best performing campaign)