



CASE STUDY

RingCentral Triples Conversion Rates, Boosts Pipeline & Enables Highly Effective ABM



The Customer

RingCentral is the leading provider of cloud-based communications and collaboration solutions for businesses.

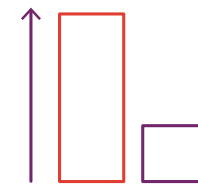
The Challenges

RingCentral recognized they were missing out on many potentially-valuable opportunities because leads weren't being aligned to the right accounts with the right information. This, in turn meant sales and marketing activities weren't aligned to be most effective and relevant to potential customers.

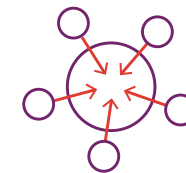
In order to improve results and boost RingCentral's pipeline, the company implemented an account-based marketing (ABM) strategy. **Three core components of this strategy were:**

1. accurate lead-to-account matching
2. accurate and actionable account and lead insights
3. improved routing and prioritization of leads

THE RESULTS



>300% increase in lead-to-opportunity conversion rate



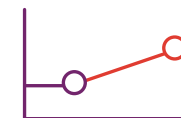
5 data sources **consolidated to just 1**



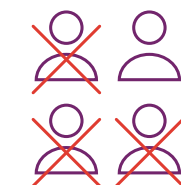
200,000 qualified leads discovered/reactivated in their database



65 hours saved per sales rep every quarter



7.2% increase in ASP



Eliminated multiple owners per account

“

With Leadspace, we have built the next generation of demand generation technology and process.

Our top priority is delivering great leads to our sales team. Leadspace gives us a huge competitive advantage, now and for the future. ”

Eric Lewis
VP of Demand Generation

The Challenge

More than 30% of inbound leads had missing or inaccurate data in key fields like company employee size. As a result, they couldn't be automatically routed to the right Sales team and were being ignored. Equally troublesome from an ABM perspective, 20% of inbound leads couldn't be matched to accounts. Company information was often missing or in a non-standard format.

More than 30% of inbound leads had missing or inaccurate data in key fields.

COMPANY SIZE

MISSING

JOB TITLE

INCOMPLETE

EMAIL ADDRESS

OUTDATED

The Solution

RingCentral used Leadspace’s lead-to-account matching solution to solve their ABM troubles, combining Leadspace’s comprehensive 3rd party data coverage with advanced AI customer modeling.

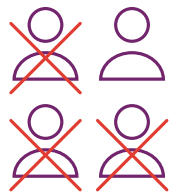
Leadspace appends over 80 fields of third-party data to inbound leads in real time — including site-level location, site-level employee count, and competitive and buying signals— which enables RingCentral to qualify and route leads more efficiently than traditional lead-to-account matching platforms.

Leadspace also gives RingCentral more accurate contact data than any data source previously used. Leadspace lead-to-account

matching connects each inbound lead to the correct corporate entity in real time, identifying an individual’s local office, as well as domestic and global headquarters.

RingCentral more than tripled their lead-to-opportunity conversions, by using Leadspace’s real-time data enrichment to more effectively route leads to the right Sales teams.

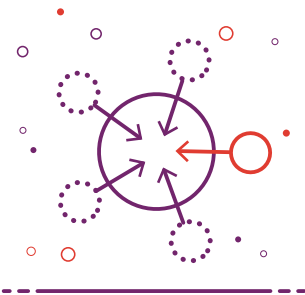
Post-Leadspace lead enrichment, the Average Selling Price of all of RingCentral’s products per customer **increased 7.2%**. At the same time, the time taken for sales reps to qualify leads decreased, giving every sales rep 65 hours more a quarter to sell.



Prior to using Leadspace, each lead **had up to 37 owners**. Now, because of lead-to-account matching, each lead **has 1 clear owner**.



Marketing operations efficiency was also greatly improved, against RingCentral’s three core benchmarks:



Number of Data Sources

RingCentral went from five account and lead data sources to just one data source. This 80% decrease also led to significant cost savings.



Time for Reps to Qualify Leads

RingCentral Sales Development Reps decreased the time to qualify leads (from inbound lead to MQL) by 14%, by using Leadspace data and intelligence to remove the need for manual research time. Most of the intelligence SDRs needed before they called a lead is shown on the Leadspace panel in Salesforce.



Lead-to-Account Matching

Prior to Leadspace, inbound leads had multiple owners. An SDR could claim a lead because the lead works in a specific account, geography, or industry. With Leadspace lead-to-account matching, leads are matched to a specific account at the site-level with one clear lead owner. This eliminates lead “jump ball” or “round robin” situations, making marketing operations more efficient.

Supercharge your ABM with Leadspace CDP

GET A DEMO

