## Case Study:  Software Application Testing Tools Developer
### Increase Leads in Sales Funnel and Improve Trade Show Engagement & ROI

**The Opportunity**

A top web application software tools maker was looking to engage with prospects prior to attending several upcoming trade shows and increase the quality of leads in their sales funnel.



**The Problem**

Facing rising lead acquisition costs and falling ROI on trade shows, Marketing was looking for new ways to obtain more qualified leads and in-person meetings at upcoming trade shows for their sales team.

**Solution**

The company chose Enov8's Intelligent Lead Generation solution because it was able provide in-market leads, lead scoring, and contact information that they could input into their CRM. They were then able to execute an outbound email campaign on these leads and engage with those leads that were considering attending upcoming trade shows.



**Results**

Enov8 delivered on average 40 leads per day which was 2x more than the client was getting from their current lead generation efforts. Also, 10% of the leads had indicated interest in upcoming trade shows. The client was able to engage with these leads to make them aware of their booth location, company events, and to set up meetings for their Sales team.