cognism

Case study bible

Next Level Data

How top companies are driving growth

DEVO

GWI.

MindBridge®

hugg

Content

Intro

We know that for marketers, having control over your lead quality can impact your campaign's success. And for sales professionals, one of their biggest challenges is consistently meeting their quota every month. Did you know only 60% of sales reps regularly meet this goal?

Some of the other challenges many companies face include:

- Finding a reliable source of top data quality
- Spending too much time on admin tasks
- Not understanding their ideal buyer
- Not enough qualified leads in the pipeline
- Difficulties with outdated or inaccurate data
- Struggling to reach the right decision makers
- Desire to grow their databases with the best prospects
- Unpersonalised outreach

No matter how much experience your entire team has, having reliable B2B data and intuitive tools will always be vital when it comes to getting your offers in front of the right people, building a qualified pipeline and hitting your revenue targets.

Hundreds of organisations have already experienced the positive revenue impact of verified B2B data that integrates with the workflows and tools that both sales and marketing teams love and use every day. This book will share some of their stories.

Jump to the next page to read more about how Cognism is working with customers in different industries to make connecting - to the right people, in the right companies, at the right time - easier than ever before.

huggg

Huggg - Generate 22% of new sign-ups and 18% of paying customers in a week

Key results:

- Built an entirely new database
- Sourced 500 quality leads
- Generated 22% of new sign-ups and 18% of paying customers in a week

Bristol-based Huggg is a microgifting company that takes a new approach to rewarding employees and customers.
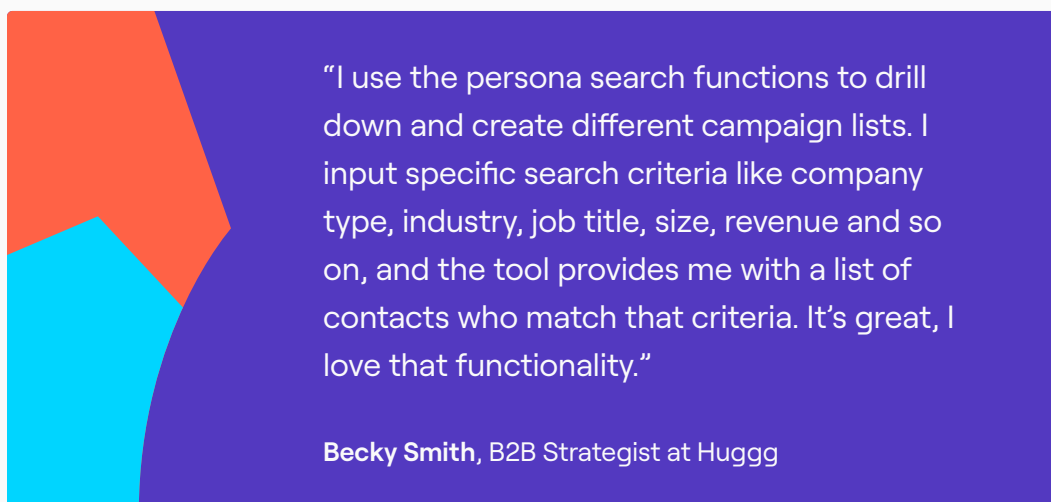
Huggg's platform enables companies to surprise and delight their customers and reward their teams. With a network of over 1,000 nationwide partner locations, companies use Huggg to acquire, reward and incentivise customers with coffee, cake, cinema tickets and more.

In 2019, Huggg decided to shift its business focus to the B2B space. However, this presented some challenges for Huggg, as they did not have an existing B2B Database.

We spoke to Becky Smith, a B2B Strategist at Huggg. Becky knew that she needed to build a brand new database from scratch through outbound marketing. Becky was also looking for a platform that could work for the business, as it is not a traditional marketing agency.

"I've always wanted to try a solution like Cognism. At the beginning, we didn't know if an outbound campaign would work for our business, but we tried Cognism and it worked really well, so very soon it became an integral part of our marketing."

Becky Smith, B2B Strategist at Huggg

One of Becky's main tasks at Huggg was to implement a new lead generation strategy for a B2B audience. Becky had high praise for our prospecting tool, which helped with finding the right target audience for outbound campaigns.

"I use the persona search functions to drill down and create different campaign lists. I input specific search criteria like company type, industry, job title, size, revenue and so on, and the tool provides me with a list of contacts who match that criteria. It's great, I love that functionality."

Becky Smith, B2B Strategist at Huggg

Huggg is also a Hubspot user, so we asked Becky how they use Cognism's Hubspot integration.

"I generally prefer keeping the cold contact list separate. It's useful that we don't have to move all the leads we find using Cognism to Hubspot. We initially reach out via Cognism's email automation tool, and we usually move only the leads who have engaged in any way. Whenever I need to import leads to Hubspot, I find it very easy to do so."

Becky Smith, B2B Strategist at Huggg

The results

Huggg saw results from the beginning with Cognism, but their Christmas campaign really stood out as a success.

"The Christmas campaign was just amazing. In the first week of the campaign, we saw that 22% of the people who signed on to our platform were as a result of Cognism outreach, along with 18% of paying customers."

Becky Smith, B2B Strategist at Huggg

Becky saw new customers buying and sending gifts through their platform, thanks to a campaign kickstart from Cognism.

"We've generally had good campaigns with Cognism, with good read rates and good results. We've never been in a situation where I've thought it's not worth it."

"I'd recommend Cognism for lead generation when you need to grow your database - if you don't have the data and you want to reach out to a new audience. And also if you want to test your target market."

Becky Smith, B2B Strategist at Huggg

Becky and Huggg's success story goes to show that whether you have a traditional marketing agency or your company is a little different, Cognism will work for you.

DEVO

Devo - Delivered ROI In Just 2 Days

Key results:

- Generated dozens of qualified leads per month
- Ensured compliance with the GDPR and other global data laws
- Engaged with decision-makers in new markets and companies
- Reduced cold email bounce rates to 8%
- Delivered ROI in just 2 days

Devo is the cloud-native logging and security analytics solution for security and operations teams. Its platform provides real-time analytics, empowering engineers and analysts to make data-driven decisions and counteract cyber-security threats. The company was founded in Madrid in 2011 but has recently enjoyed rapid growth, moving its HQ to the USA while maintaining a strong European presence. At the time of writing, Devo has 400 employees and its clients are mostly cyber-security teams working in financial services, enterprise businesses and the public sector.

Alexander Poter was the first member of Devo's business development team in Europe. His first task was to build out a contact database, starting with a review of Devo's current database. Alexander found it to be in a poor state, with a lack of mobile numbers and email addresses that returned high bounce rates. It became challenging to get through to the people he wanted to be speaking with.

That prompted Alexander to start looking for some tools to support Devo's prospecting. At the same time, they expanded their team to Germany, so data compliance was another key requirement. As Germany has strict regulations, Devo needed a tool that complied not only with the GDPR but other data laws in Europe.

Devo tested all the leading tools on the market - including Cognism, ZoomInfo, LeadIQ and Lusha. Over the course of that test, they found the best results were delivered by Cognism. They then rolled out Cognism to all our teams globally, including the US.

"We set up a test for Cognism, ZoomInfo, Lusha and LeadIQ, based on the same data set of 2,000 contacts. Our target audience is the cyber-security market; these are people who are very security-focused, and so their details are often hard to find online.

Cognism was able to locate these individuals at a much higher rate than the competition - Cognism returned 89% of those contacts with an email and a phone number.
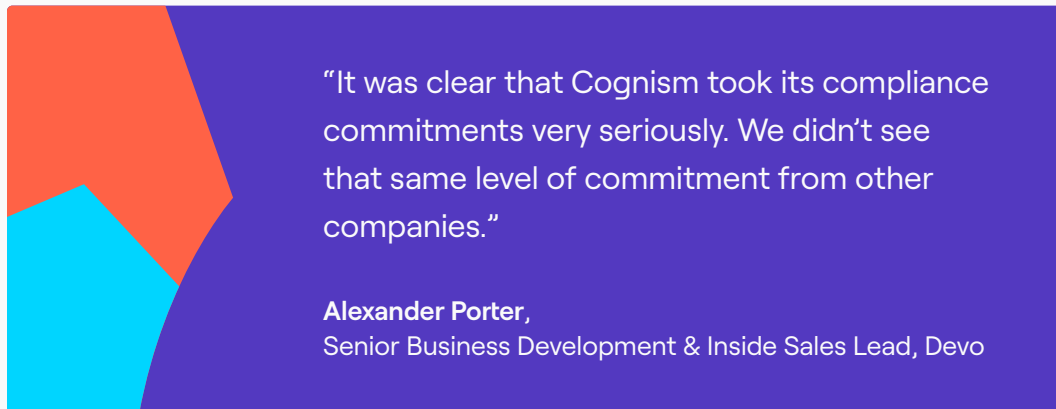
LeadIQ was the second closest at 58%.

Since ZoomInfo is heavily reliant on manual input from users, there are big gaps in its European data. Cognism doesn't have those gaps.

Cognism's database is also one of the largest on the market - Cognism has 400M contacts while LeadIQ, for example, only has 100M. That's obviously a big difference."

Alexander Porter,
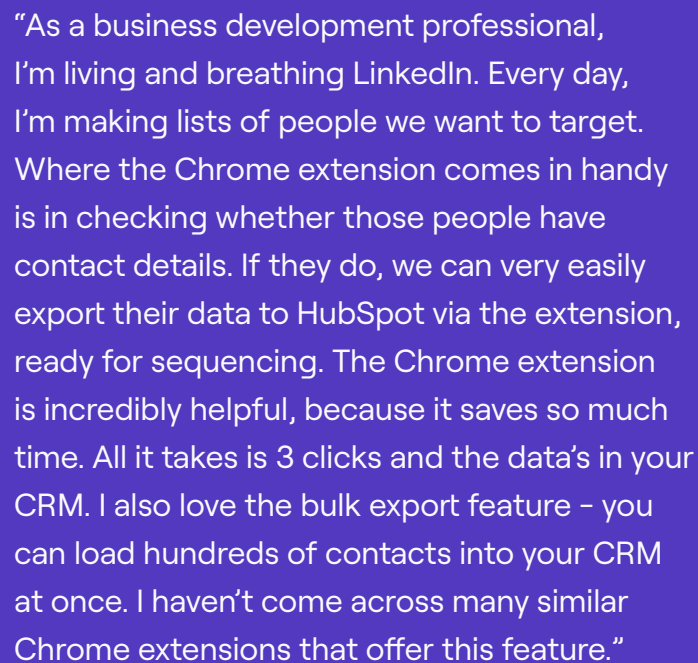Senior Business Development & Inside Sales Lead, Devo

Compliance was another big factor why Devo chose Cognism. Devo was impressed that Cognism sends emails to all contacts in the database, letting them know Cognism holds their data, plus giving them the choice to opt-in or opt-out.

"It was clear that Cognism took its compliance commitments very seriously. We didn't see that same level of commitment from other companies."

Alexander Porter,
Senior Business Development & Inside Sales Lead, Devo

Devo's sales and business development teams quickly adopted the solution - they signed the contract on a Friday, on Monday they were given a training session and then they immediately started building out lists. One thing that really helped Devo was that Cognism integrates with the tools they were already using, like HubSpot, so it was a seamless process to get Cognism set up and working properly.

Not only did Devo manage to find new contacts, but they also discovered that a large percentage of their existing database was out-of-date. They used Cognism Enhance to enrich their data, sourcing accurate email addresses and direct dials, which had a big impact on our performance early on. Before Cognism, Devo's BizDev team was getting high bounce rates on any email they sent out. Since implementing Cognism, this has been driven down to 8%. Devo's marketing team has also used the tool's data enrichment features to fill in the gaps in their lists.
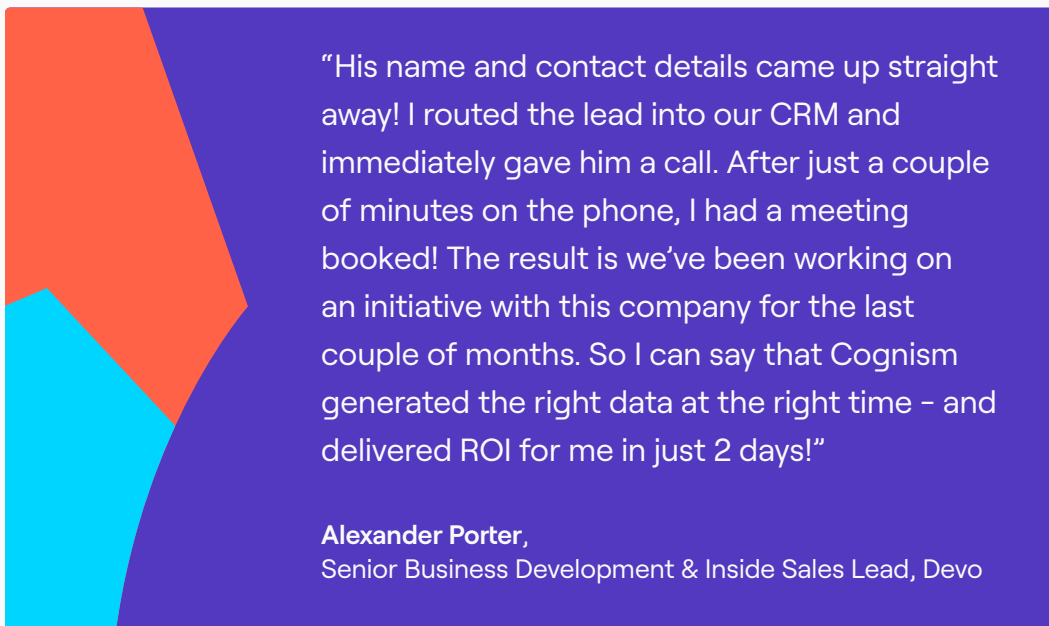
Alexander's favourite part of the Cognism platform is the Cognism Chrome Extension.

"As a business development professional, I'm living and breathing LinkedIn. Every day, I'm making lists of people we want to target. Where the Chrome extension comes in handy is in checking whether those people have contact details. If they do, we can very easily export their data to HubSpot via the extension, ready for sequencing. The Chrome extension is incredibly helpful, because it saves so much time. All it takes is 3 clicks and the data's in your CRM. I also love the bulk export feature - you can load hundreds of contacts into your CRM at once. I haven't come across many similar Chrome extensions that offer this feature."

Alexander Porter,
Senior Business Development & Inside Sales Lead, Devo

Devo saw ROI after only 2 days. Alexander was prospecting into a big account, a large European financial services company. He was struggling to get any form of contact data for the people working there using other solutions. The data was either inaccurate or it was requiring a lot of manual effort on his part to even try to get accurate emails, not to mention phone numbers. It seemed impossible to find the right data. Then Alexander remembered he had met a contact at this company at an event earlier in the year. 2 days after signing up with Cognism, he searched for that contact on the database.

"His name and contact details came up straight away! I routed the lead into our CRM and immediately gave him a call. After just a couple of minutes on the phone, I had a meeting booked! The result is we've been working on an initiative with this company for the last couple of months. So I can say that Cognism generated the right data at the right time - and delivered ROI for me in just 2 days!"

Alexander Porter,
Senior Business Development & Inside Sales Lead, Devo

Cognism helped Devo's B2B sales team in a couple of ways:

- In the past, the number of leads the team generated through outbound was very poor, almost zero. After 2-3 months with Cognism, each of Devo's reps is generating 2-3 fully qualified leads per month. Within the first three months of using Cognism, Alexander booked 13 new meetings, 5 of which 5 are decent-sized opportunities that he is now working on.
- Cognism opened doors for Devo and allowed them to strike up a conversation.
- Cognism has allowed Devo to save time and helped them focus on high-value tasks - which is one of the main criteria Devo had when they were researching which tool to use.
- Cognism helped the team work out who they should be targeting and this allowed them to experiment, reach out to new markets and try new approaches.
- The platform helped them find new prospects and accounts they weren't aware of before - or thought weren't qualified.

Devo had three reasons for choosing Cognism.

"Number one: Cognism's GDPR compliant data is a really big thing for us. It takes the pressure off us to justify where we got our contact data from. And that means we can prospect with complete confidence.

Number two: both the size of Cognism's database and the quality of its data are streets ahead of its nearest rivals. It's good not just for connecting with decision-makers, but for connecting with people at all levels inside a business.

The third reason is simple: value for money! Cognism is cheaper than some other options but the data quality is better, especially for European data.

There's no doubt in my mind, Cognism is the best lead gen tool I've ever worked with! If you're passionate about stepping up lead generation or outbound at your company, there's simply nowhere else to look. I've got nothing bad to say about it!"

Alexander Porter,
Senior Business Development & Inside Sales Lead, Devo

GWI.

GWI - Reduced prospecting time by 83.3%

Key results:
- Delivered a TAM analysis project
- Reduced prospecting time by 83.3%
- Closed-won a deal in the first two months

Headquartered in London and New York, GWI offers data market research with an edge. GWI helps brands understand their consumers: what consumers are doing online, how they interact with brands, the social media platforms they use, and their general online behaviour. The platform allows brands to build very complex audiences to look into.

GWI had a great source of inbound leads. However, they wanted to ramp up their outbound capabilities and hand-pick the companies they went after.

Initially, they went with a competitor who had great data for the States but when they looked at the rest of the world, and particularly their UK-based SDRs and AEs, the data was lacking. That's when they started actively looking for a company with better data and found Cognism.

GWI's sales team uses the Cognism platform and Chrome Extension every day. Their marketing team also uses Cognism to enrich inbound leads. They especially like the native integration into Salesforce, and the Extension's two-way sync with Salesforce. The integration allows the reps to get all the information they need without having to spend hours searching for contact information.

"The difference is night and day. It used to take us half a day to prospect 50 new leads and input all of their data in our CRM. Enriching lists from LinkedIn Sales Navigator and directly downloading them into Salesforce, through Cognism, now takes 10 minutes. Additionally, being able to jump into an account on Salesforce and have the Cognism widget right there to look up more accounts and more contacts just makes things so easy."

Josh Silvera, Sales Enablement Manager, GWI

With Cognism, GWI has access to contact and company data ranging from small to enterprise. Being able to find big companies as well as smaller companies which are based in hard-to-find markets was a big pull in GWI choosing Cognism.

"It's great that we could build out the tool to suit the needs of each team and that they could use the tool differently. Now everyone can find the companies they're looking for."

Josh Silvera, Sales Enablement Manager, GWI

GWI saw speedy results with Cognism, with a closed-won deal coming through in just two months.

"Bear in mind that this was during a pandemic. We had to bring on the tool, train our reps, and reach out to prospects who had never heard of us. The fact that we closed a very large brand was a great testament to using the tool."

Josh Silvera, Sales Enablement Manager, GWI

This early win encouraged GWI's reps to use Cognism more efficiently and follow Cognism's best practices. More wins came in for their team: they managed to speed up GWI's sales cycle and open up to companies that they wouldn't typically look at for cold outreach.

"You don't need to be tech-savvy to use the platform and it seamlessly integrates into the tools you're using already. Best of all, it delivers fast results. Once you've signed up, you'll wonder how you ever managed without it!"

Josh Silvera, Sales Enablement Manager, GWI

Maintenance Recruiter – Booked 3x more meetings with Cognism

Key results:

- Put their outbound outreach on autopilot
- Save 90% of their time spent on admin and repetitive tasks
- Send personalised emails at scale, resulting in 3-4 favourable responses per day
- 3x their number of calls every week
- Booked 3x more meetings since using Cognism

Maintenance Recruiter is North America's leading recruitment company specialising in maintenance recruiting for manufacturing facilities in the US. They serve clients on a direct placement basis, and help with recruiting, screening, selection, and interview coordination.

Every project Maintenance Recruiter works on is done remotely. This has allowed them to do business on a national scale. So far, they've helped more than 500 companies in 45 US states to find direct hire employees and tap into the best talent pool for their needs.

Their client roster includes CocaCola, Whirlpool, Bridgestone, and 3M to name a few.

Arrend Jelsma is the VP of Recruiting Operations at Maintenance Recruiter. We asked him to share the story about how Maintenance Recruiter first started their company, and to describe the challenges they were facing.

"When we first launched Maintenance Recruiter, we did it because we spotted an underserved need in the market. We noticed that companies were seeking recruiters who are very specialised and there weren't many options on the market.
We had years of experience in the space, so we decided to launch Maintenance Recruiter to help manufacturing facilities connect with permanent candidates with the right mix of skills and experience for their needs."

Arrend Jelsma, VP of Recruiting Operations at Maintenance Recruiter

When they first launched their business, their website was the biggest driver of leads and sales. They primarily relied on existing contacts to grow the business.

Over the years, Maintenance Recruiter tried to grow using many different tactics and started hiring SDRs to focus on growing their client base. This resulted in a certain level of growth, but they needed another way to scale their outbound outreach, since their SDRs were bogged down by admin work.

"We soon noticed that our best salespeople weren't that effective and even burned out because they spent 90% of their time on admin work and repetitive tasks like typing emails. There's just so many handmade emails you can send out in a day, so the number of people you can touch in this way is very limited."

Arrend Jelsma, VP of Recruiting Operations at Maintenance Recruiter

Arrend and his team needed to find a way to work around this problem. They were particularly interested in Cognism's prospecting solution to start making an impact on a greater scale.

"What I really liked was the ability to personalise the messages and make our prospects feel like we're messaging them individually, even though it's all part of one automated campaign."

Arrend Jelsma, VP of Recruiting Operations at Maintenance Recruiter

We caught up with Arrend to discuss how his pipeline has changed since using Cognism.

"I've since realised that with Cognism, the volume of leads we get just continues to boom. I can actually say our leads are continuously getting better. It's like the team found our sweet spot and the industries we're targeting and provided us with those leads. Each time we do a new nationwide campaign, it's never hitting the same people."

"Once the campaigns are set up and the emails start going out, we receive results daily. Out of all the responses in a given day, approximately 3-4 are interested in booking a meeting or asking for more information."

Arrend Jelsma, VP of Recruiting Operations at Maintenance Recruiter

Since using Cognism, Maintenance Recruiter has achieved great results without the need to hire extra staff. This is a much more effective way to contact a large audience.
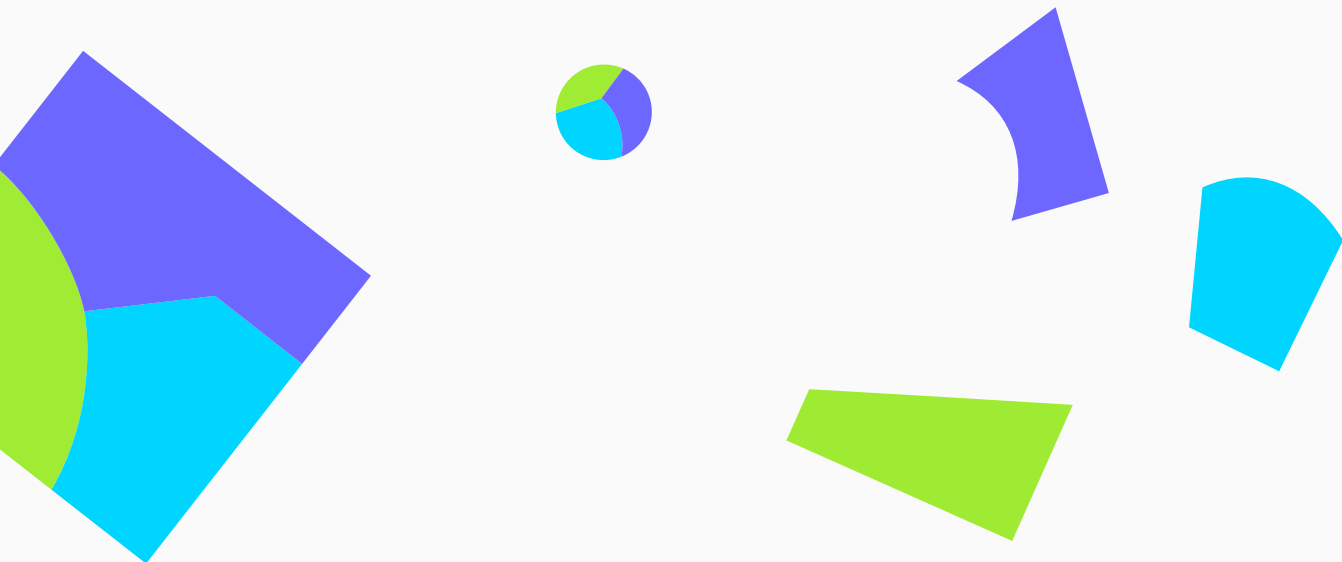
"With Cognism, we were able to 3x our number of calls every week. Now we're just closing deals all day and we're able to do a lot more with a lot smaller staff. The way we use Cognism is, we create a robust list for the next 2-3 months including all the industries and titles that we like, write the emails, and then set the campaigns on autopilot.

If your business is primarily based on leads and you want to double your company revenue in 2021, but don't want to add 5x the team, then an automated lead generation and email system like Cognism is the way to go."

Arrend Jelsma, VP of Recruiting Operations at Maintenance Recruiter

MindBridge®

Mindbridge – Identify 10,000 new contacts per month

Key results:
- Identified up to 10,000 new contacts per month
- Booked meetings with 5 Fortune 500 companies
- Improved their data quality and built an outbound sales channel

MindBridge is the world's first AI-powered financial risk assessment solution. Founded in 2015 and with offices around the world, MindBridge leverages advanced machine learning and AI techniques to detect errors in financial statements for auditors, corporations, central banks, and other financial institutions.

MindBridge provides cutting-edge risk assessment capabilities for a variety of different audiences.

From accountants to CFOs to payment system operators, the MindBridge solution serves the needs of employees working directly with vast amounts of financial data and the organizational leaders that drive strategy, market penetration, and customer retention.

We interviewed Tom Huffman when he was an Account Development Manager at MindBridge (He's now a Senior Manager of Business Strategy and Operations). He told us about the challenges that led MindBridge to work with Cognism.

Mindbridge needed to create a strong outbound sales channel, which required verified validated business emails and phone numbers. They also wanted to build prospect lists based on their target sectors in a more efficient way.

"We looked at a number of different products, but none were as impressive as Cognism. The great thing about Cognism, the thing that sets it apart, is that it has its own database and all the tools you need to action the data. It had everything we wanted, all in one platform."

Tom Huffman, Senior Manager of Business Strategy and Operations at Mindbridge

Tom was onboarded with Cognism and his team started generating leads within a week. We asked him about some of his long term results since using Cognism.

"Cognism has delivered a lot for us. First of all, it's saved us a great deal of time. Pre-Cognism, it took us 5-10 minutes to find a single prospect; now we can find hundreds of leads in seconds. On average, we've been able to identify 10,000 new contacts per month from Cognism's data.

The knowledge that the Cognism team has is exceptional. They're experts in lead generation, business data and the GDPR. The latter was particularly important for us - we wanted to move into the UK market, so Cognism's expertise in that area was very beneficial. We worked with their Compliance Officer and CS team to make sure that we were generating only the best, GDPR-compliant data."

Tom Huffman, Senior Manager of Business Strategy and Operations at Mindbridge

We finally asked Tom if he would recommend Cognism to another business.

"I'd recommend Cognism to any business that wants to improve their data quality and find new customers, fast. At MindBridge, we booked meetings with 5 Fortune 500 customers with the help of Cognism. It's an awesome sales and business development tool."

Tom Huffman, Senior Manager of Business Strategy and Operations at Mindbridge

About Cognism

Cognism is the leading premium B2B data provider helping 1000+ revenue teams worldwide meet and beat their performance targets with pinpoint accuracy and speed.

With an internationally compliant database, unrivalled contact data accuracy, and intuitive sales intelligence platform – Cognism is the number one choice for B2B organisations looking to solve their revenue expansion challenges and overcome global compliance barriers.

To learn more,
visit cognism.com
or book a screenshare.

Book a screenshare