

# Case Study: How Zipmark increased demo/month ratio by 300% and added \$1MM to sales pipeline using Sprightlii as lead generation source

## Business Challenge: Building outbound sales pipeline

Zipmark is U.S. based B2B payments company built to serve the needs of online marketplaces, lenders and affiliate/referral programs where high volume payments are a daily requirement. Zipmark is the only company to offer its customers a complete solution that reduces the cost of fraud, administrative overhead and technical investment. Zipmark's Platform can be used to quickly deploy a great, white labeled payment experience for users without developing it from the scratch.

Their relatively small sales team (< 5 people) had limited resources and time to build lists, research contacts and upload it to CRM. Zipmark struggled to find all companies in specific sub-verticals and decided to outsource list building to Sprightlii. We added more than 7600 relevant companies and more than 20,000 contacts to their CRM in the last 12 months.

Business Challenge	Solution	Results
Lead generation and data entry	Added more than 7600 companies and more than 20,000 contacts to CRM	Demo/ratio increased by 300%, \$1MM added to sales pipeline

## Implemented Solution: specific vertical/sub-vertical research and contact data entry to CRM (Pipedrive)

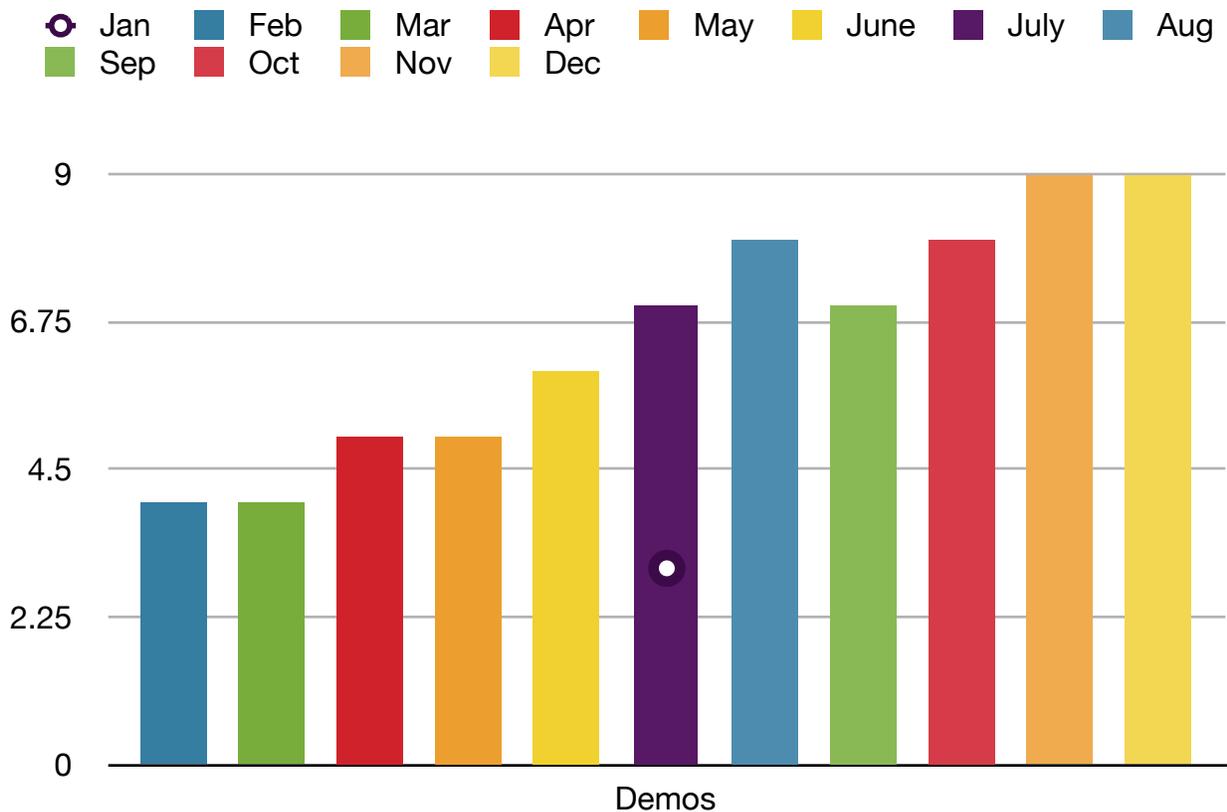
Zipmark's goal was to fill pipeline with opportunities from outbound outreach. For Zipmark we did market research and built list to help their sales team to focus on prospecting efforts and filling sales pipeline with business opportunities and deals.

We researched on-demand service companies, different insurance companies, affiliates, and marketplaces varying from consumer services marketplaces to crowdfunding marketplaces. We found the right decision makers with very specific titles such as CFO, Controller, VP of Payments , etc., and other requested information, such as LinkedIn profile, website, emails. We have successfully imported data to CRM and made it ready for prospecting and sales efforts.

## Business Results: In 12 months Zipmark reached out to more than 7600 companies across U.S., increased demo/month ratio by 300% and added \$1MM to sales pipeline

Zipmark was missing many outbound opportunities. Today, their sales team has visibility into the market, has their pipeline filled with warm leads and insights into competitive landscape.

Their newly hired sales team in 12 months reached out to more than 7600 companies across U.S. Zipmark increased demo/month ratio by 300%, added \$1MM to sales pipeline by using Sprightlii's research data. Lead and contact research of this type would be beneficial to any companies struggling with outbound outreach, lead generation and relevant list building.



*"Sprightlil has been a valuable resource for enabling sales team to work efficiently and comfortably since we can focus all our time on proactive prospecting and demonstrating the product, rather than researching contact info and building lists. That's something that we haven't had before and makes things much easier for each one of our team members."* - Simona Paulauskaite, Sales Development Director, Zipmark

*"One of the great things about Sprightlil—and why we love their service—is their efficiency. Even though they provide outsourced service, they provide it as if they were operating in house. Their teams are flexible and produce outstanding results."* - Jay Bhattacharya, CEO, Zipmark

*"Sprightlil allows us to save time, stay organized and easily book many appointments with our potential qualified leads. Contacting and targeting the right companies — which is essential to our business growth today—is much easier and efficient."* David Rosenthal, Sales Director, Zipmark