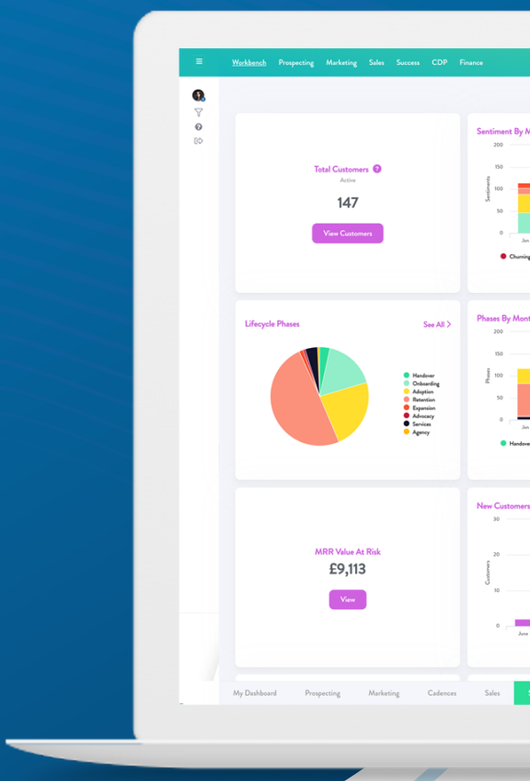
Case Study

Growth Hacks: **How Lead Onion**

Cut Lead Costs by 97% and More Than Doubled Its Win Rate.

Discover the journey of Lead Onion, as they experienced a tremendous **162% surge in new leads** whilst dramatically reducing the cost per lead, more than doubled their win rate, and achieved an astounding **176% rise in their annual recurring revenue (ARR**) - all from building a scalable revenue growth engine, powered by Zymplify.



Introduction to How Lead Onion Accelerated Their Growth

At Zymplify we know it better than anyone: The SaaS industry is a tough nut to crack.

It's not just the complexity of building a valuable product that stands out from your competitors. The nature of the software as a service (SaaS) model is that your customers need to resubscribe every month (or year, depending). And no matter how great your platform is, that'll inevitably mean churn.

For SaaS marketers, volume is the name of the game. You need to be constantly feeding more leads into the top of the funnel—leads that your team can nurture and convert - at scale.

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01 The Challenge

Reducing cost-per-lead

Founded in 2020 as a sister company to Zymplify, Lead Onion quickly found success, generating nearly **£250,000 in annual recurring revenue within the first two years.** However, to achieve their ambitious goal of over £1 million by 2023, significant changes were necessary.

The existing high cost-per-lead of **£4182.34, primarily due to PPC spending, was unsustainable. Moreover, the low win rate of only 3.4% and a drawn-out sales cycle of 40 days compounded the challenge.**

Being a small team, Lead Onion lacked the luxury of a considerable marketing budget and time to produce a steady stream of high-quality content to feed their go-to-market initiatives.

The real challenge was to drastically reduce the cost-per-lead and quicken the sales cycle while utilising the Zymplify platform effectively to capture and convert demand, at scale.

02 The Solution

Capturing & converting demand, at scale

How Can Resource-Strapped SaaS Marketers Put Zymplify to Work?

Just ask Rebecca. After taking over as Head of Revenue Operations at Lead Onion in 2021, she and her small team managed to:

1. Generate a remarkable **162% uplift in new leads**, primed to nurture fresh subscriptions for the platform.
2. Slash the brand's cost-per-lead by an impressive 99%, **bringing it down to £89.30.**
3. Contribute to a dramatic **win rate boost from 3.4% to 24%,** - achieving one successful customer deal in every four leads.
4. Trim agency and freelance expenses by shifting content creation in-house for enhanced control and cost-effectiveness.

03 Behind the Strategy

Zymplify's revenue growth engine

Rebecca outlines the backbone of Lead Onion's swift expansion, explaining, "Our growth strategy pivots around adopting Zymplify to devise a GTM process, designed to effectively capture and convert demand on a large scale."

She continues, "This process is about much more than just scaling up. It's about creating a continuous revenue growth engine, one that's bolstered by every single facet of the Zymplify platform. We've adopted a blueprint for success that synergises with Zymplify's to yield high-quality leads, streamline our pipeline, and accelerate conversions."

Explore the steps Rebecca and her team embarked on to build a full cycle revenue growth engine, powered by Zymplify.


Intent

Set in Motion Intent Driven Prospecting: Forget static lead lists and manual research in favour of automated intent-driven prospecting.


Autoreveal

Utilise Automated Contact Reveal: Reveal the contact details of prospects that are perfectly aligned with your target persona.


Workflows

Build 'Always On' Automated Workflows: Seamlessly interlink and manage all your customer touchpoints.


Nurturing

Adopt a Buying Signal-Focused Lead Nurturing Approach: Offer content and call to actions to prospects based on their level of intent.


Cadences

Drive Sales Engagement at Scale with Cadences: Scale up your sales outreach and connect with your prospects via a myriad of channels.


Sales Cycle

Track and Optimise Your Unique Sales Cycle: Gain a comprehensive overview of your sales process.


Customer Success

Gain an Edge on Renewals, Expansions, and Churn: Accurately forecast retention trends and drive growth across all customer segments.


Cleanse / Verify

Keep Your Data Current: Rejuvenate outdated records, fill in gaps in incomplete data, and ensure you always work with the most accurate B2B information.

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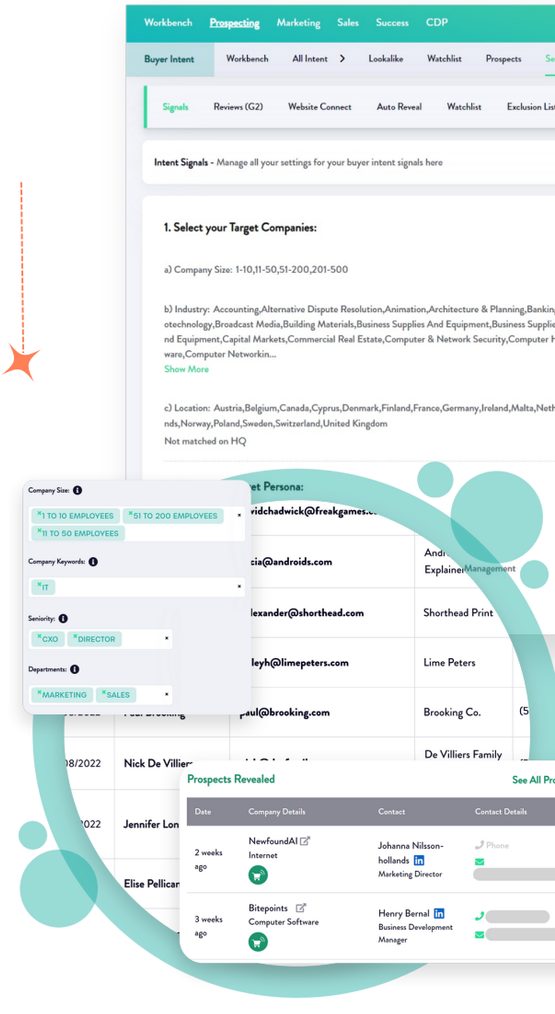
Intent | Autoreveal | Workflows | Nurturing | Cadences | Sales Cycle | Success | Cleanse / Verify

01 Set in Motion **Intent Driven Prospecting**

The Lead Onion team abandoned static lead lists, costly lead gen agencies and manual research in favour of Zymplify's automated intent-driven prospecting.

Rebecca explains, 'by leveraging Zymplify's buyer intent data we were able to find in-market accounts and act on prospects' buying signals - instantly.'

One aspect of Zymplify that really stood out was Surge. In Rebecca's words, **"Surge is unique to the Zymplify platform. It amalgamates signals of intent from all available sources and visually prioritises them within the tool itself.** This meant we could easily pinpoint companies that were engaging on several different intent data sources and then prioritise those leads."



The impact of implementing this new prospecting process was clear. "The results were simply astounding. In a matter of weeks, we had developed a constant 'always on' prospect pipeline, **capturing an average of 3,000 new intent-showing companies daily. Among these, on average, 600 new prospects were uncovered each day."**

We partner with all **leading intent solutions**

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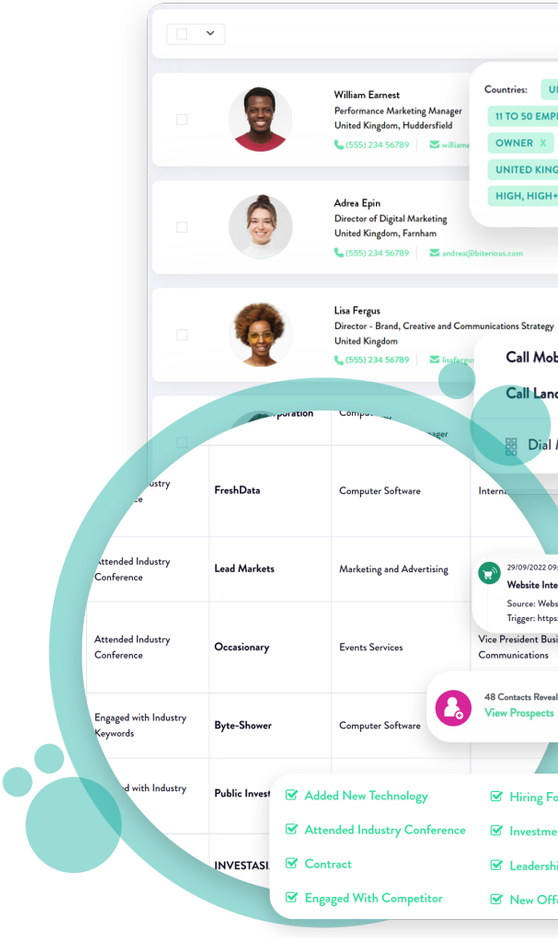
02 Utilise Automated **Contact Reveal**

Zymplify takes it a step further and employs intelligent algorithms and data wizardry to spotlight and reveal the contact details of prospects that are perfectly aligned with your target persona - who are primed for your offerings.



This means that all Lead Onion needed to do is input the details of their ICP - level of seniority, job titles, company size and location - and the platform automatically identified potential buyers, pinpointing specific contacts and companies from their addressable market.

Explaining the efficiency of Zymplify's unique Auto Reveal feature, Rebecca states, "With Auto Reveal, Zymplify offers us the capability to automatically uncover prospects from companies detected through their extensive intent sources. **What's really powerful is that we have complete control over the filters and limits, ensuring we only reveal the prospects we're interested in - tailoring all to our budget requirements."**

AI can reduce the time spent on prospecting by up to 50%.
(Accenture)

She continues, "This automation significantly accelerates our prospecting process. Teamed with intent data and Zymplify's prospecting tools, it dramatically reduces the normally time-consuming task of manual prospecting. It empowered us to set up a consistent stream of high intent, relevant prospects flowing into our dashboard at an impressive speed."

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03 Build ‘Always On’ **Automated Workflows**

Experiencing a surge of new leads with a remarkable 162% uplift, the Lead Onion team found themselves ready to delve deeper into the world of marketing automation. Their aim? To utilise Zymplify's workflows to streamline the entire customer journey.

“To make our revenue growth engine efficient, we used workflows to connect our - what we call - Middleware. This bridges our buyer intent and prospecting campaigns, allowing us to guide and nurture prospects based on their level of intent and provide relevant, personalised content. This is crucial for engaging and converting at scale,” Rebecca explains.

Zymplify’s Workflows seamlessly interlink all processes, enabling marketing automation and effective management of all customer touchpoints. This includes steering qualified leads through to the pipeline or to specific cadences.

Rebecca shares, "We aimed to **have 70% of our database on workflows, coupled with a goal to maintain an email open rate above 16%.”**



Significantly, they managed to slash the brand's cost-per-lead by an impressive 97%, reducing it to just £89.30. “A significant milestone for us was moving away from PPC as our main lead generator and also utilising Zymplify's integrated generative AI to scale up our content creation. This has reduced our dependence on costly agencies and freelancers while also significantly reducing our overall customer acquisition cost. This shift has been instrumental in our growth story,” she adds.

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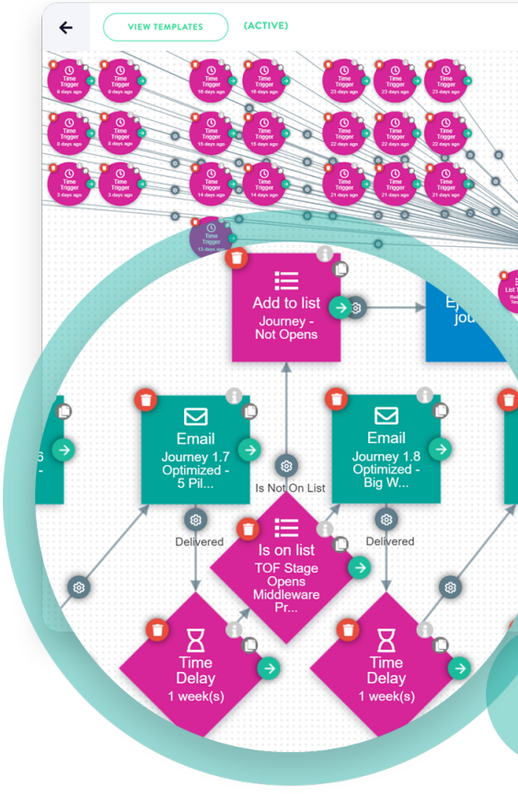
04 Adopt a **Buying Signal-Focused Lead Nurturing Approach**

A pivotal shift also occurred when Lead Onion decided to develop a lead nurturing strategy shaped around buying signals. Traditional marketing tactics were reassessed, and a new approach was adopted, focusing on aligning diverse intent sources to the different stages of the buyer's journey and offering up the right call to action.



This strategy, much like intent-driven marketing, concentrates on offering content and call to actions to prospects based on the level of intent they are signaling. Although not guaranteeing immediate success, it significantly enhanced Lead Onion's performance, leading to a surge in leads and deal conversions.

Rebecca gives an insight into this transformation, "Our focus shifted towards revealing our product's capabilities. We started targeting early-stage buying signals with free trials sign ups, while late-stage signals were offered demos. **This transformed our engagement with prospects, giving them a tailored experience based on their intent.** As a result, we saw a marked increase in lead generation and higher conversion rates."

"Automation can increase marketing productivity by 20%."
(Salesforce)

This new strategy has already brought impressive results within just four months. The team **registered over 250 free trial sign-ups** and continues to use this approach as a primary driver of their customer acquisition strategy.

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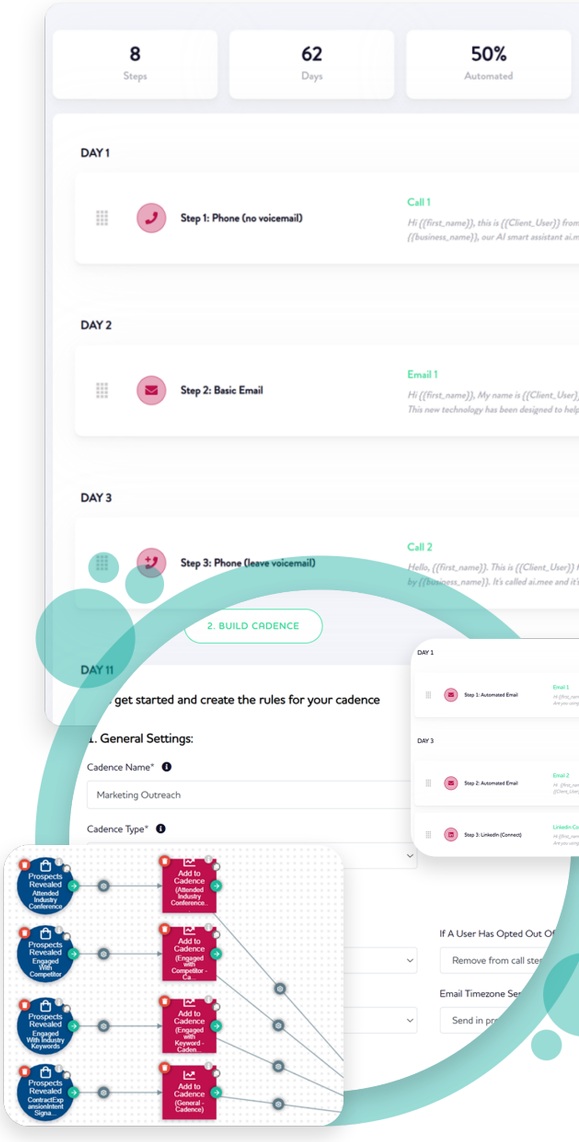
Intent | Autoreveal | Workflows | Nurturing | **Cadences** | Sales Cycle | Success | Cleanse / Verify

05 Drive Sales Engagement at Scale with **Cadences**

Having a deluge of fresh, qualified and eager prospects inundating your dashboard is all well and good, but without a well-planned and structured sequence of touch-points to connect with them, you're not fully capitalising on your prospecting efforts.



Understanding this, Lead Onion harnessed Zymplify's Sales Cadences to expand the scope of their sales outreach. They connected with their prospects via a myriad of channels, encompassing emails, phone calls and social media platforms like LinkedIn.

Rebecca elaborates, "Key among engagement indicators were email replies, as they marked a high level of intent. Zymplify's AI wasn't just reading these responses - it was analysing, detecting intent, and orchestrating the next steps, all in an automated fashion."

Automate sales communications and deliver personalised messages to the right prospect on the right channels at scale.

She adds, "Moreover, with the power of Zymplify's integrated generative AI, our team could seamlessly manage sales outreach creation and distribution. We crafted customised sales cadences - inclusive of emails, phone scripts and LinkedIn messages - in the blink of an eye. Everything was tailored perfectly to align with Lead Onion's value proposition and our target personas."

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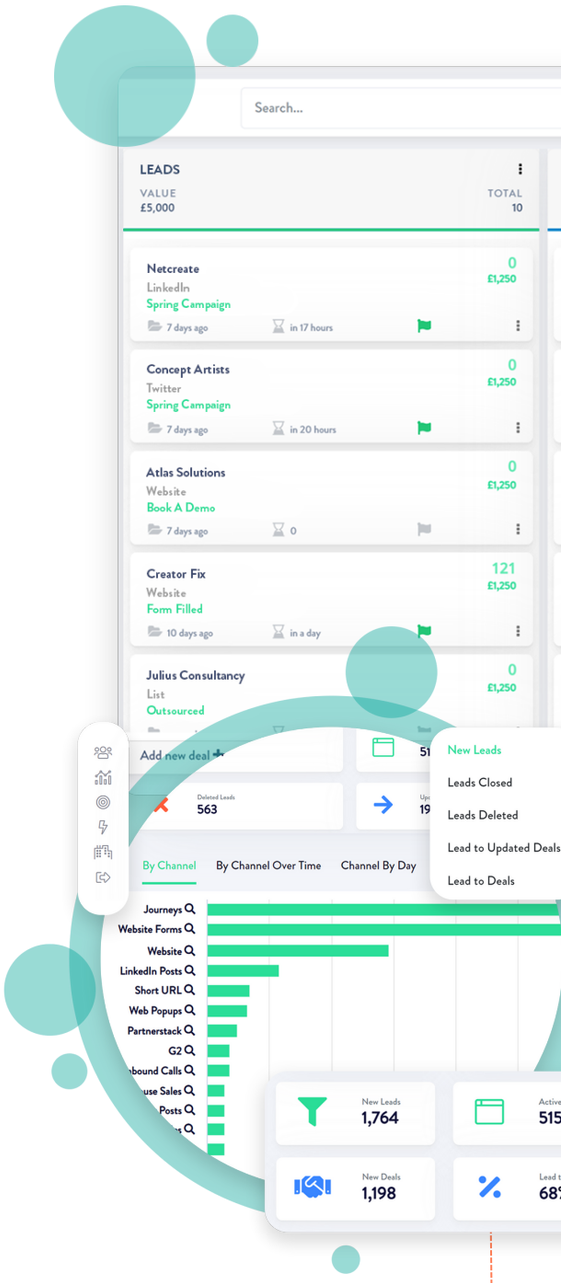
06 Track and Optimise Your **Unique Sales Cycle**

Managing your sales pipeline is essential to driving sales velocity - and sales velocity is a vital component of your revenue growth engine. But to do it right, you need to track a ton of data and spend time organising it in ways that allow you to gain insights. This can take up a lot of your time.



Rebecca outlines how Lead Onion tackled this challenge, greatly accelerating their sales velocity in the process. "We utilised Zymplify's customisable sales pipeline to gain a comprehensive overview of our sales process. This provided our sales team with an at-glance summary of all sales opportunities, their value, their pipeline position, and the next steps to action."

She furthers, "We also leveraged Zymplify's sales forecasting tools for anticipating revenue growth. This afforded us a clear roadmap of our future revenue stream and key statistics about our sales projections, all consolidated on a single, user-friendly dashboard."

The effects of this optimisation were notable. The sales cycle period was **effectively halved from 40 to 20 days.** This 50% reduction not only underscored increased efficiency but also indicated that the company was better equipped to expedite the conversion process, yielding quicker returns on marketing investments. This substantial improvement in the sales cycle was a significant factor in bolstering Lead Onion's sales velocity.

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07 Gain an Edge on **Renewals, Expansions, and Churn**

Consider a scenario where you can proficiently forecast renewals and expansions, all while monitoring a churn alert, evaluating a health score, or staying updated with the latest client activity. Wouldn't it be empowering to present fact-based, data-driven projections, precisely when it matters most?

This isn't merely a hypothetical situation, but a business reality that Lead Onion successfully embraced. Zymplify's robust customer success tools have proven instrumental in this transition, providing the team with a solution to optimise customer retention, address churn, and stimulate growth.

Rebecca elaborates, "**Zymplify's customer success tools have been instrumental in helping us reach our revenue objectives.** The power to predict customer behaviour has made all the difference. We've been able to accurately forecast retention trends and drive growth across all customer segments."



She continues, "It's like having an edge over the unknown. In the dynamic world of SaaS, having the ability to anticipate changes, respond to challenges, and seize opportunities is invaluable. With Zymplify, we're not just reacting, we're acting strategically and proactively, ensuring our customer base remains robust and continues to expand."

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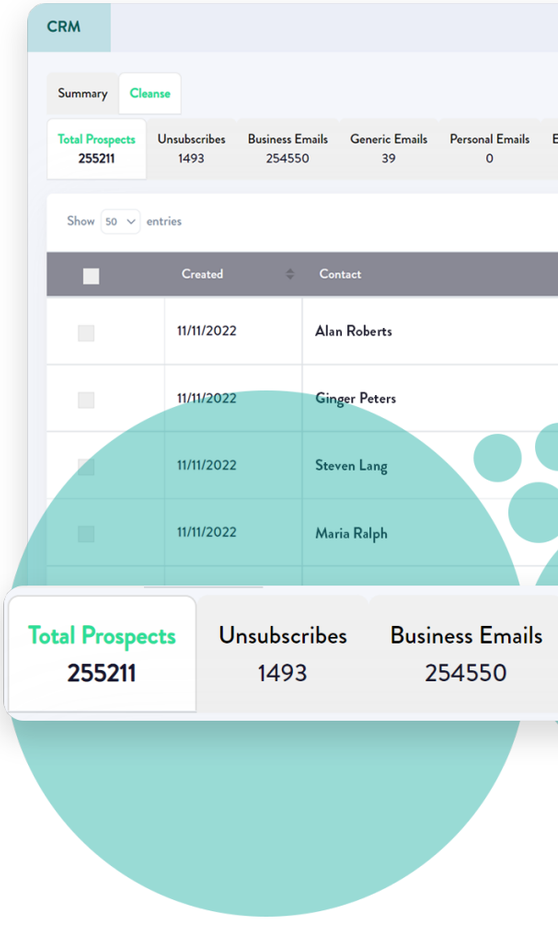
08 Keep Your **Data** Current & Up-to Date

In today's rapidly moving world, buyers rarely stay put - up to 70% of your CRM data can become obsolete over the course of a year.

Recognising this, the Lead Onion team tapped into Zymplify's integrated Data Tools. This fully equipped them to keep pace with their ever-changing prospects, whether they changed jobs or locations and ensured their sales team was always armed with the crucial, up-to-date information they needed to efficiently qualify leads and speed up the deal-closing process.



Rebecca sets it out clearly, "These tools were transformational for us. They allowed us to rejuvenate outdated records, fill in gaps in incomplete data, and ensured that our teams always worked with the most recent, accurate and compliant B2B information.

Expanding on this, she shares, "Maintaining fresh and reliable data is a game-changer. It not only enhanced our operational efficiency but also significantly improved our decision-making process. We were able to develop more effective sales strategies and personalised marketing campaigns."

"Poor data quality can cost businesses 30% or more of their revenue."

She concludes, "In other words, Zymplify's Data Tools were not just about keeping our data current, they were pivotal in transforming this data into valuable insights that drove our revenue growth."

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04 Conclusion

Blueprint for any SaaS start-up

In conclusion, Lead Onion's successful strategic partnership with Zymplify stands as an inspiring case study for navigating the challenging terrain of the SaaS industry.

With tremendous achievements, including a 162% increase in new leads, a massive 97% drop in cost-per-lead to an impressive £89.30, and a significant jump in win rate from 3.4% to 24%, they've clearly defined a path to success.

Further enhancing their strategic approach, they brought content creation in-house, resulting in considerable cost savings and empowering them with better control over their marketing content. Despite budget constraints, they crafted a scalable, robust revenue growth engine, creating an efficient and profitable business model.

This success story offers a blueprint for any SaaS start-up seeking to maximise its growth potential with minimal expenditure.

Now, it's your turn to act. Harness the power of this Zymplify-powered strategy, as showcased by Lead Onion. Start transforming potential challenges into substantial opportunities for growth. Begin your journey today and reap the benefits of a scalable, robust revenue growth engine for your own SaaS start-up. Your path to success is within reach; seize the opportunity now.

Key Stats:

1. A remarkable **162% uplift** in **new leads**
2. Reduced **cost-per-lead** by an impressive **97%**
3. Boosted their **win rate** from **3.4% to 24%**
4. Halved their **sales cycle** from **40 to 20 days**

Want to start transforming your business today?

Talk to our team today >

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