



BYO Recreation improved its leads management and conversion with GleanView CRM and Marketing Automation

Situation

Over its 15-year history, BYO Recreation perfected an inbound digital marketing strategy that resulted in thousands of inbound leads per month. BYO's sales team struggled to effectively follow up with every lead, resulting in low conversion rates and lost business. They had implemented a CRM system, but still felt they needed a better way to manage the huge volume of leads. Since they did not have a solution that could track leads from first web visit to order, their Marketing Team complained that there was no accountability for all of the leads they were generating, and Sales complained that they were being sent unqualified leads.

Solution

After an exhaustive marketplace search for the right software, BYO concluded that what they needed, simply did not exist. They decided they could either cobble together several offerings from different vendors into a "technology stack," or they could create their own. So, they put together an in-house team of developers, designers, and data scientists and spent the next two years working to create a solution that not only met all their needs, but also filled a void in the marketplace for a unified sales and marketing platform combining CRM, Marketing Automation, and Advanced Analytics. That team was spun out into a new venture called GleanWorks, and the platform was named GleanView.

Results

Once BYO implemented the full version of GleanView for its own sales and marketing teams, the company immediately began to see an impact. GleanView's predictive lead scoring functionality allowed BYO to automatically send high-scoring leads to the sales team and send lower scoring leads through multi-step, nurturing email campaigns. This new process, combined with the ability to accurately track website-visit-to-revenue, and the 360-degree view of the customer in GleanView resulted in a 22% year-over-year increase in the lead-to-order conversion rate and a 25% decrease in PPC advertising spending.

"Our entire sales, marketing, and customer service team has GleanView open all day, every day. Everyone in the company now has a unified view of the customer, from their first visit to our website, to their most recent phone or email interaction with one of our team members. Having this common, customer-data platform has allowed us to make data-driven decisions and become more efficient at serving our customers."

Noah Margulies, GM of BYO

About The Client



Industry: Commercial Playground Sales
Founded: 1999

BYO Recreation is one of the largest national dealers of commercial playground equipment, serving churches, schools, and child care centers. The company attributes their success to their strategy of combining digital marketing savvy with a knowledgeable Inside Sales Team to reach markets traditionally under-served by other playground equipment dealers.

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