

FinTech Co – Televerde – Strategic Partnership

Growing complexity in the buying process



Strategy

- 01 Implement a skilled team of experienced SDRs with financial acumen
- 02 Integrate with Yodlee's Marketo instance
- 03 Implement a web chat solution to engage website visitors and optimize every engagement with prospects
- 04 Expand internationally through agents with business culture understanding of 18 different countries in all regions of the world



Results

\$4.7m+

YoY pipeline

\$245K+

Closed Deals

315

YTD MQLs

45%

SAL Conversion Rate



"Televerde has given us the people and support and technology to deliver on our responsibility to our sales team, as well as improve the quality of the leads going through our system."

Ron Barasch, VP of Marketing and Demand Generation

