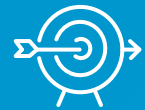


Wolters Kluwer Tax & Accounting – Lead Gen



Strategy

01

Implemented sequences within Outreach, began tracking & reporting email activity, connect rates

02

Enabled social selling

03

Televerde sourced ERP install-based data to augment counts & gaps in existing lists

04

Created unique MQL types based on timeframe to purchase:

A Lead Purchase within 90 days	B Lead Purchase within 90-180 days	C Lead Purchase in more than 180 days
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Results

49%

Deliverables that had timeframe to purchase within 90 days

4%

Contact Rate

76%

SQL
Conversion
Rate



WK Tax & Accounting is just one division that Televerde has been able to promote success with!