

Turtl increases meeting creation rate by 300+% using Intent data

Turtl is a content automation solution that provides enterprise businesses deeper reader insights and personalizes content at scale. Its platform uses scientifically proven digital formats that increase reader engagement by 73%. With ambitious goals for expansion, Turtl needed a more strategic approach to selecting the right accounts to prioritize.





'The timing was off' for Turtl's SDR team

Selecting accounts for Sales Development Reps (SDRs) to call was often a game of chance based on anecdotal sales feedback. One memorable call with a prospect at the wrong time prompted Turtl's Head of Marketing Karla Rivershaw to realize she needed a solution for expanding Turtl's universe of target accounts and better identifying which businesses are in-market for its solutions.

Intent-based workflows that improve SDR prioritization and efficiency

After trialing Bombora's weekly free sample of Intent data (Company Surge® Alerts) for a few months and securing three sales meetings using the data, Turtl selected Bombora's Company Surge® and the HubSpot integration.

Rivershaw's vision for using Company Surge® for HubSpot included several steps:

-  1 First, create multiple Intent topic clusters, each focused on a unique value proposition of the product.
-  2 Next, develop corresponding SDR email sequences for each Intent topic cluster.
-  3 Then, design Intent-based workflows in HubSpot that automatically alert SDRs via Slack when a target account shows interest in 7+ Intent topics within a cluster and at least one high priority Intent topic. The SDR then triggers the appropriate email sequence.
-  4 Finally, create dashboards for each SDR to further prioritize top accounts to call based on fit, intent and other factors.

“ Our SDR was speaking with a prospect and she interrupted with, ‘you contacted us a year too late. We were looking for something like this a year ago, but we’ve invested in something and even though it’s not very good, we can’t change it. Your timing is off.’ ”

Karla Rivershaw,
Head of Marketing, Turtl



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Targeted outreach increases meeting creation rate by 300+%

OVER 40 SALES MEETINGS

after only four months of using Company Surge® for HubSpot.

300+% INCREASE

in sales meeting creation rate over four months.

A typical sales cycle for Turtl is six to nine months. By using Bombora's Company Surge® data, Turtl identified an in-market business and closed the deal after only six weeks.

"Typically, our sales cycle is anywhere between six and nine months so it's quite a long time. That said, we actually closed a deal using Bombora and there was a six-week sales cycle for that. Six weeks, that is unheard of for our business," said Karla Rivershaw, Head of Marketing.

The next wave of Turtl's Intent data journey

Turtl has big plans for getting more value from Intent data in its sales and marketing processes. Rivershaw is working on a new account scoring system within HubSpot that combines website visitor data, firmographics and Intent data to calculate an account-level engagement score that further drives SDR and sales prioritization.

Additionally, Rivershaw is excited for Bombora's net new in-market account identification feature to expand Turtl's universe of target accounts and validate the impact of marketing. The feature – an exclusive enhancement for HubSpot – automatically creates net new, previously unknown account records in HubSpot based on intent.

Marketing builds awareness and nurtures these net new accounts, then passes prospects over to SDRs when they are ready to book a meeting.

Marketing builds awareness



SDRs book a meeting



Nurture new in-market account

"The ability to get net new, in-market accounts in HubSpot from Bombora is a game changer. We're not only relying on our own database, but we're expanding our universe of target accounts to new businesses interested in our solutions. When marketing identifies prospects not on sales' radar with all the messaging ready to go, it validates the impact of marketing and makes it easier for SDRs to book meetings."

Karla Rivershaw,
Head of Marketing, Turtl



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