



**Dimdim Improves Lead Qualification
and Conversion Rates**

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Online meeting service provider Dimdim found that vetting massive databases for qualified leads manually was not only time-consuming, but also unreliable and inaccurate. By integrating users' behavioral data into lead nurturing programs, Dimdim dramatically improved identification of qualified leads while saving time, money and resources.

Client Profile:

Dimdim provides free web collaboration, allowing anyone to host and attend online meetings, demos and webinars using just a web browser. Dimdim users save money, time and travel by instantly sharing documents, web pages, whiteboards, audio, and video. Dimdim can also be used to record events for archive and replay.

Dimdim Closes the Loop between Marketing and Sales

Dimdim was dealing with a high volume of leads on a daily basis with few resources to manage them. Valuable information like lead source was being lost in the shuffle. Quality leads were not being pushed through the sales funnel due to inadequate communication. With Loopfuse, Dimdim was able to create reliable flows so that every lead received relevant information in a timely matter. Each lead had its own audit trail from the beginning to the end of the nurturing program. This intelligence allowed Dimdim to send the hottest leads to their sales team in the most effective way possible to drive revenue.

High Volume of Leads - Low Visibility

By offering a free service, Dimdim collects a massive number of new leads daily. Simplistic approaches to lead management that work for companies with daily lead volumes in the double digits simply do not scale in such high-volume environments. Routing every registration to an assigned salesperson in the CRM would quickly overwhelm the sales team, making it difficult or nearly impossible to identify the qualified opportunities from the massive dataset. Even pre-filtering the leads through a manual qualification process prior to salesperson assignment requires an excessive amount of manual labor.

Dimdim needed an automated lead management system that collected both the demographic data and the ongoing behavioral data necessary to distinguish between leads that are immediately qualified, leads that show promise and must be nurtured, and leads that are unlikely to ever bear fruit. It then had to deliver the qualified leads to the appropriate salesperson, report timely and relevant information pertaining to the leads requiring nurturing, and avoid wasting time and resources engaging people who will never purchase under any circumstance.

Why Loopfuse

After evaluating several leading marketing automation vendors, Dimdim selected Loopfuse for its willingness to serve as a partner rather than just a vendor. In addition, Dimdim found Loopfuse's OneView more robust and customizable than other solutions. Dimdim tapped Loopfuse to build intuitive flows for all of their inbound leads.

This included:

- ❖ **Automated workflows for all inbound leads.** With very little insight to where the company leads were coming from, Dimdim had no information on their top prospects and how best to interact with them. By implementing a lead nurturing program within Loopfuse, a lead from a trial sign up could automatically be added to a specific flow which would nurture that prospect through the entire sales process with Dimdim. In some flows, the intelligence on how a lead was utilizing the Dimdim product served as the primary criteria. As a result, Dimdim could establish a communications thread with those customers, including notifications on the features of the product they were using or additional information about other relevant features. Overall, these flows helped bring consistency to the Dimdim marketing efforts and created an audit trail for all inbound leads. No lead was left behind.

- ❖ **Integration of the Dimdim product usage data with Loopfuse to improve lead management process.** The qualification of a lead is based largely on the behaviors exhibited while using the Dimdim's free service. For example, prospects who use the free service frequently refer other members of their company to sign up or host large webinars. All of these data points are continuously fed into Loopfuse via the web-services API and then combined with the traditional marketing automation data (webforms, clickstream, email campaign activity, landing pages, etc.) to intelligently direct the flow of each lead through the system, helping sales to close more deals.

- ❖ **Implemented 30 day flow for all leads.** By creating a 30 day flow program for all leads, Dimdim can quickly swap email messages in and out of the flow at anytime. With a rapidly growing business, Dimdim consistently has new pricing and product offerings that must remain current. The ease of swapping email messages in and out of the flows saved the marketing department numerous hours as no flows had to be re-built – just a quick substitute of email content.

- ❖ **Personalization of content with CRM Integration.** By integrating Salesforce.com with Loopfuse, Dimdim can personalize all emails sent through the flows with the CRM lead owner's information. This enables their sales representatives to automatically provide their contact information to any lead in their territory. Every lead gets a personal touch as well as valuable information with each communication.

- ❖ **Management of unsubscribes.** Managing unsubscribes is an integral part of Dimdim's community. Before Loopfuse, the information around unsubscribes was stored in multiple systems – making it a manual process to ensure someone who unsubscribed would be guaranteed not to receive another email unless they opted in again. Dimdim now routes all unsubscribes through Loopfuse, which maintains a singular record. This allows Dimdim to ensure consistent follow-through.

Key Results:

- ❖ **Created reliable data.** It was no longer a guessing game or manual process to find out the source of the leads. The Loopfuse flows automatically created an audit trail, so every detail of the lead activity was available in Loopfuse.
- ❖ **Built intelligence into their outbound communication.** Before Loopfuse, sending out emails was a manual process and the information was generic. With the implementation of flows, Dimdim can now send relevant content to their leads in real-time based on individual behavior.
- ❖ **Increased Cost Savings and Reduced Time** By automating the communication process to their leads, Dimdim saved time - hundreds of man hours manually uploading lists and sending out individual campaigns – and money - the cost of supporting those resources. Dimdim can now reinvest that time and money into other projects.

For More Information:

For more information on Loopfuse, please visit www.Loopfuse.com or follow us on Twitter at <http://twitter.com/Loopfuse>.