PAYSCALE

HOW DEMANDWORKS GENERATES QUALIFIED LEADS AND CONSISTENT ROI
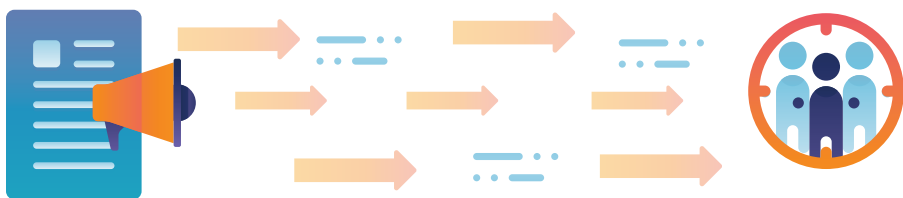
DemandWorks
MEDIA

As marketing has gone digital, traditional push techniques like displays and ads have become less effective. Today, top brands and organizations want to do more than just talk to audiences—they want to pull them into their sales funnels with high-quality content that solves problems and demonstrates value. Here's how DemandWorks helps PayScale generate a consistent flow of qualified leads by distributing top-of-funnel content to a highly targeted B2B audience.

Challenge

PayScale helps organizations of all sizes make smarter compensation decisions by leveraging real-time salary profiles and data-driven insights.

The majority of PayScale's B2B sales leads are generated through inbound and content marketing, and the company has developed a wealth of educational resources—including white papers and original research reports—that support its sales funnel. PayScale specializes in high-level thought leadership content on topics related to compensation, turnover, and other HR-related issues that help companies attract and retain talent.

DemandWorks is uniquely suited to deliver that content through its highly targeted B2B email newsletters, which allow companies to place their content directly in the inboxes of the right buyers, at the right time, on any device. Across industries, email remains one of the most effective channels for driving immediate ROI.

— BY THE NUMBERS —

MEDIAN ROI FOR SELECT CHANNELS
ACCORDING TO U.S. MARKETERS

Channel	ROI
Email	122%
Social Media	28%
Direct Mail	27%
Paid Search	25%
Online Display	18%*
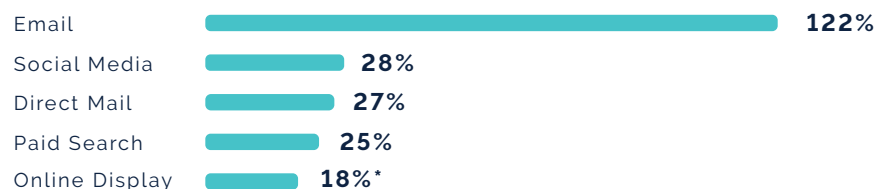
*Return on ad spending Source: eMarketer / Direct Marketing Association (2016)

ACCOUNT-BASED MARKETING

Account-based marketing targets individual leads, rather than generalized buyer personas, who are perfect fits at the account level and thus more likely to convert into paying customers.

DemandWorks delivers content based on subscription preferences and in-market behavior, but can also target prospects more narrowly by job role, job function, company size, company revenue, industry, technology stack, and other criteria.

PayScale was particularly interested in individuals with the following profile:

✓ **HR related job titles**
✓ **Employed by a large company**

PayScale can see which specific pieces of content these individuals have downloaded, which helps to quantify them as leads and progress them to the appropriate sales funnel stage.

In 2016, about 60 percent of the leads DemandWorks generated for PayScale were net new—the highest percentage among the company's marketing stack vendors.

> *DemandWorks helps us fill the top of the funnel with high-quality leads. We know that the leads we get from DemandWorks have the right titles, right industry, right company size.*
>
> MIKE KANG, MARKET SEGMENT MANGER AT PAYSCALE

Marketing Qualified Leads

DemandWorks' newsletters are now an important component of PayScale's marketing efforts and provide the company with a steady supply of leads. DemandWorks actually generates a higher number of sales opportunities than any other cost-per-lead channel.

Once PayScale receives a contact's information from DemandWorks, that contact becomes a prospect. Prospects are then scored through PayScale's predictive scoring model. Based on that score, the prospect will either remain a prospect or become a marketing qualified lead. Ten percent to 15 percent of PayScale's MQLs come from DemandWorks.

IMPORTANTLY, DEMANDWORKS ALSO FACILITATES MULTIPLE TOUCHPOINTS FOR EACH CONTACT, STRENGTHENING BRAND RECOGNITION.

MARKETING STACK INTEGRATION

A marketing stack is a set of tools that consolidates and manages all of a company's digital marketing activities and data. A stack includes all of the vendor technologies that marketing teams use, from marketing automation services to data analytics. A well-structured marketing stack can help marketing teams produce personalized and measurable campaigns that deliver the right offers to the right people.

DemandWorks integrates well with PayScale's other marketing stack technologies, including analytics and predictive lead scoring. It delivers excellent results at the top of funnel by sending high quality content to current and prospective customers. And DemandWorks supports PayScale with excellent customer service at all stages of engagement.

Key Results

DemandWorks is a key component of PayScale's content marketing efforts, helping them reach targeted prospects in their inboxes and move them through their sales funnel.

AFTER TWO-AND-A-HALF YEARS OF PARTNERSHIP, THE RESULTS ARE IMPRESSIVE:

10-15%
of PayScale MQLs were generated by DemandWorks

60%
of all PayScale leads generated by DemandWorks were net new, the highest among vendors

Consistent results are hard to come by in marketing and sales. But that's exactly what DemandWorks delivers—a predictable number of high-quality, net-new leads, along with exceptional customer service and technical support.

Ready to learn more?

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