

CASE STUDY

How SalesWings helps sales reps sort through the noise

Learn how an economic data & insight firm benefited
from a flexible lead scoring solution to enables sales.

Presented by  **SALESWINGS**



With SalesWings, companies experience:

44%

higher open rates

2x

higher click-through rates

30%

increase in sales opportunities

Foreword

Keeping the advantage

Having a cutting-edge tech stack is more important than ever in such a radically shifting world. Staying on top of modern trends is a must, but how can you alter your tech stack while maintaining your competitive advantage? In a world flooded with unqualified leads how can you ensure that the leads marketing sends to sales are qualified?

About Capital Economics

Capital Economics is a world-leading provider of independent economic insight that enables clients to make better investment decisions that deliver sustainable value. Capital Economics delivers independent macroeconomic analysis, forecasts, and consultancy on over 100 markets, economies, and sectors through economist teams based in London, New York, Singapore, and Toronto.

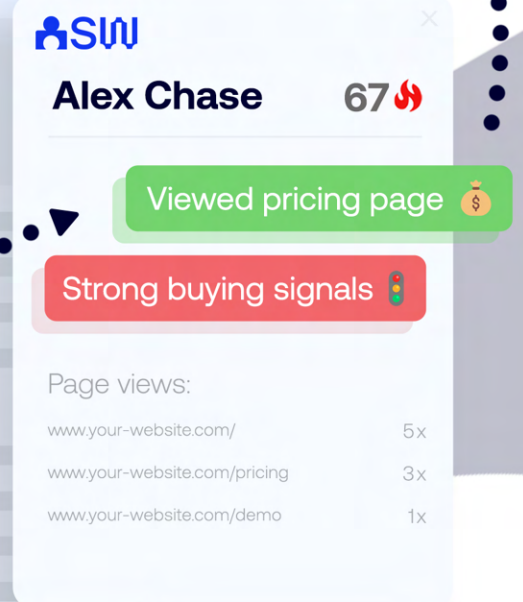
The challenge

Without adequate lead scoring, Capital Economics' sales team was receiving “a lot of noise but little quality”. They wanted to win more business deals, but needed a solution to improve the quality of the leads that marketing sent to sales. They also needed a flexible solution that would allow them to preserve the first party customer data that they had already collected and for accurate analytics while they revamped their tech stack.

Why SalesWings?

Capital Economics needed a solution that not only provided lead scoring and tagging, but also first party data collection. They also needed a tool with flexibility to adapt to their evolving needs and operations while maintaining clean data.

With SalesWings, companies on average achieve 44% higher open rates and two times higher click-through rates with their email campaigns. With behavioral insights and lead website tracking, marketers can create highly personalized, converting emails while sales reps can be armed with the rich insights they need to close deals faster.



Lead profile card for Alex Chase, showing a score of 67 and a fire icon. The card includes a green notification 'Viewed pricing page' with a money bag icon, a red notification 'Strong buying signals' with a traffic light icon, and a table of page views.

Page views:	
www.your-website.com/	5x
www.your-website.com/pricing	3x
www.your-website.com/demo	1x

View Pricing »

Solution

With SalesWings, Capital Economics can capture rich behavioral data, deliver timely sales alerts, and arm their sales reps and advisors with the detailed insights into customer interests & activity to close easier. They have also been able to strengthen their sales & marketing alignment while defining what a qualified lead is while building their lead scores.

Using the rich data that SalesWings captures, Capital Economics' sales team utilizes the lead tags & scores for better outreach. Using SalesWings' tags & scores to filter leads, the sales team no longer has to sort through the “noise” to find a qualified lead.

Conclusion

SalesWings offers your company the lead scoring, insights, and tagging you need to drive stronger sales conversations, hyper-personalized marketing efforts, and improve customer retention. To learn more about what SalesWings can do for your company [click here »](#)



About SalesWings

SalesWings is a low-profile, innovative SaaS venture at the intersection of sales and marketing, operations and analytics. We are proudly headquartered in Switzerland and serve clients worldwide. We have a single goal—to make our clients successful.

SalesWings B2B Studio

SalesWings B2B Studio is an unstoppable lead management, website tracking, lead tagging & scoring solution for Marketing Cloud. We help our clients track 360° digital lead activity and provide a set of clever tools for lead intelligence, prioritization, insights, reporting, and more.

Book demo

Questions?
[Talk to an expert »](#)